



International Foundation  
for Electoral Systems

**INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS  
(IFES)**

**Request for Quotation (RFQ) for Voter Education Advertising Services in  
Myanmar**

**Solicitation # RFP-20-069**

**July 29, 2020**

## 1 INTRODUCTION

### 1.1 Purpose

The purpose of this Request for Quotation (RFQ) is to invite prospective vendors to submit a written response (“Response”) for the procurement of Voter Education Advertising Services in Yangon, Myanmar. The solicitation provides prospective vendors with the relevant operational and performance requirements.

### 1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFQ does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

### 1.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES’ Compliance Hotline at [compliance@ifes.org](mailto:compliance@ifes.org) or at +1 202-350-6791.

## 2 GENERAL INFORMATION

### 2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens’ rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

### 2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES’ needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- |                                     |  |
|-------------------------------------|--|
| • Issuance of RFQ                   | July 29, 2020                                  |
| • Technical Questions/Inquiries Due | August 12, 2020, by 17:00 Washington D.C. Time |
| • Answers/Addenda from IFES         | August 17, 2020                                |
| • RFQ Closes                        | August 26, 2020, by 17:00 Washington D.C. Time |

### 3 PROPOSAL PREPARATION INSTRUCTIONS

#### 3.1 Prospective Vendors' Understanding of the Solicitation

Prospective contractors are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any prospective vendor that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

#### 3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

#### 3.3 Communication

All communications related to the RFQ must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

**3.3.1 Point of Contact:** The sole point of contact for all communication related to this solicitation is: [procurement@ifes.org](mailto:procurement@ifes.org).

**3.3.2 Formal Communications** shall include, but are not limited to the following:

- Questions concerning this solicitation must be submitted in writing to the point of contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Prospective vendors should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Prospective vendors should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
- Inquiries about technical interpretations must be submitted in writing to the point of contact identified in 3.3.1.

**3.3.3 Addenda:** IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events*.

**3.3.4 Posting Online:** Copy of this solicitation, Amendments and or Q&A will be available online at: [www.ifes.org/procurement-notices](http://www.ifes.org/procurement-notices), [www.devex.com](http://www.devex.com) and [www.themimu.info/callsfor-proposals](http://www.themimu.info/callsfor-proposals).

#### 3.4 Submission

It is mandatory for prospective vendors to send proposals in electronic copy via e-mail to the point of contact identified in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

**Prospective vendors can submit proposals for Services 1, 2 and 3, for all three Services or any combination of Services listed in Scope of Work/Goods/Services.**

**3.5 Criteria for Selection**

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible, prospective vendors that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

**Evaluation Criteria:**

IFES will evaluate bids based on the following criteria:

1. AUDIENCE REACH 50 points  
 The Voter Education Campaign aims to reach as many prospective voters as possible. Vendors must identify readership/audience numbers. Offers will be compared amongst responsive bidders meeting technical requirements.
2. AVAILABILITY 20 points  
 IFES expects the services to be delivered in from early September to November 2020. Availability of time slots/advertising space must be clearly identified.
3. PRICE 30 points  
 The total cost must be reasonable and show efficient use of resources, and additional costs, if any, must be clearly identified. Offers will be compared amongst responsive bidders meeting technical requirements.

**3.6 Selection and Notification**

IFES will evaluate Responses to identify responsible vendors and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

**4 SCOPE OF WORK/GOODS/SERVICES**

<b>Newspaper Advertising</b>	<p><b>Quote should include:</b></p> <ul style="list-style-type: none"> <li>-Price of half page advertisement</li> <li>-Price of quarter page advertisement</li> <li>-Price for weekday ad</li> <li>-Price for weekend ad</li> </ul>
<b>Radio Advertising</b>	<p><b>Quote should include:</b></p> <ul style="list-style-type: none"> <li>- Price for morning and evening primetime for a 1-2 minute public service announcement</li> <li>-Price for daytime 1-2 minute public service announcement.</li> <li>-Price for morning and evening primetime for a 2-3 minute public service announcement.</li> <li>-Price for daytime 2-3 minute public service announcement.</li> </ul>

	<p>-Price for running 1-2 minute public service announcement five times daily: once in morning primetime, three times during day and once in evening primetime.</p> <p>-Price for running 2-3 minute public service announcements five times daily: once in morning primetime, three times during day and once in evening primetime.</p> <p>-Audience reach including demographic breakdown.</p>
<p><b>Television Advertising</b></p>	<p><b>Quote should include:</b></p> <p>-Price for morning and evening primetime for a 1-2 minute public service announcement</p> <p>- Price for daytime 1-2 minute public service announcement;</p> <p>-Price for morning and evening primetime for a 2-3 minute public service announcement.</p> <p>-Price for daytime 2-3 minute public service announcements;</p> <p>-Price for running 1-2 minute public service announcement five times daily: once in morning primetime, three times during day and once in evening primetime.</p> <p>-Price for running 2-3 minute public service announcements five times daily: once in morning primetime, three times during day and once in evening primetime.</p> <p>-Audience reach including demographic breakdown.</p>

## 5 FUNCTIONAL REQUIREMENTS

### 5.1 Timeline

Prospective vendors must submit a timeline in the Response showing the time required to produce and consolidate the products and/or deliver services.

### 5.2 Geographic Code (applicable to USAID funding only)

IFES' project in **Myanmar** is funded by United States Agency for International Development (USAID) under Source and Nationality (S/N) Geographic Code 937 (please refer to [22 CFR 228.03](#) for more information). A waiver request may apply to certain offers. If IFES determines a waiver would be necessary, the estimated time required to obtain the waiver will be considered within the "Timeline" in the Evaluation Criteria. IFES encourages all prospective contractors to consider products that fall under S/N Geographic Code 937 whenever possible.

### 5.3 License, Clearance and Approvals

The prospective vendors will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

## 6 QUALIFICATIONS & REFERENCES

Prospective vendors must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
  - Full legal name and address of the company
  - Corporate and tax registration documents
  - Year business was started or established
  - Full name of the legal representative (president or managing director) of the company
  - Name of any individuals or entities that own 50% or more of the company
  - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)
  - No subcontracting is allowed under this solicitation.
2. Evidence of successful completion of a project of a similar size and complexity.
3. References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.
4. Prospective vendors must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work. Scope of Work.
5. A certification signed by an officer or authorized representative that the prospective contractor/vendor has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

## 7 PRICING

Prospective contractors must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in Myanmar Kyat (MMK). Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

No.	Item Description	Technical Specifications	QTY	Unit	Unit Price MMK	Total Price MMK
<b>Group 1: Newspaper Advertising</b>						
1.	Price of half page advertisement		1	Page		
2.	Price of quarter page advertisement		1	Page		
3.	Price for weekday ad (include size and page)		1	Page		
4.	Price for weekend ad		1	Page		

	(include size and page)					
Subtotal Group 1						
<b>Group 2: Radio Advertising</b>						
5.	Price for morning and evening primetime for a 1-2 minute	Public service announcement	1-2	Minute		
6.	Price for daytime 1-2 minute	Public service announcement	1-2	Minute		
7.	Price for morning and evening primetime for a 2-3 minute	Public service announcement	2-3	Minute		
8.	Price for daytime 2-3 minute	Public service announcement	2-3	Minute		
9.	Price for running 1-2 minutes public service announcement five times daily: once in morning primetime, three times during day and once in evening primetime.	Public service announcement	1	five times daily		
10.	Price for running 2-3 minute public service announcements five times daily: once in morning primetime, three times during day and once in evening primetime.	Public service announcement	1	five times daily		
11.	Audience reach including demographic breakdown		1			
12.						
Subtotal Group 2						
<b>Group 3: Television Advertising</b>						

13.	Price for morning and evening primetime for a 1-2 minute	Public service announcement	1-2	Minute		
14.	Price for daytime 1-2 minute	Public service announcement	1-2	Minute		
15.	Price for morning and evening primetime for a 2-3 minute	Public service announcement	2-3	Minute		
16.	Price for daytime 2-3 minute	Public service announcement	2-3	Minute		
17.	Price for running 1-2 minute public service announcement five times daily: once in morning primetime, three times during day and once in evening primetime.	Public service announcement	1	five times daily		
18.	Price for running 2-3 minute public service announcements five times daily: once in morning primetime, three times during day and once in evening primetime.	Public service announcement	1	five times daily		
19.	Audience reach including demographic breakdown					
20.						
Subtotal Group 3						
Total					MMK	



Taxes (if applicable)	MMK
<b>Grand Total</b>	<b>MMK</b>

**8 ADDITIONAL TERMS & CONDITIONS**

**8.1 Non-Disclosure Agreement**

IFES reserves the right to require the prospective vendor to enter into a non-disclosure agreement.

**8.2 No Collusion**

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

**8.3 Companies Owned or Controlled by Government**

The prospective vendor must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership or managerial interest in the company will result in the prospective contractor’s offer being removed from consideration.

**8.4 Subcontracting**

No subcontracting is allowed under this solicitation.

**8.5 Costs**

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a prospective contractor/vendor or third parties, in connection with the Response.

**8.6 Intellectual Property**

Prospective vendors may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

**8.7 Prospective Contractors’ Responses**

All accepted Responses shall become the property of IFES and will not be returned.

**8.8 Partial Awarding**

IFES reserves the right to accept all or part of the Response when awarding a contract.

**8.9 No Liability**

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any prospective contractor, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

**8.10 Entire Solicitation**

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

**[End of Solicitation]**