

**INVITATION FOR PRE-QUALIFICATION
FOR THE PROVISION OF
MARKETING AND COMMUNICATION SERVICES**

1. Uganda Health Marketing Group (UHM) is a Company Limited by Guarantee, whose mission is “To improve the quality of life of Ugandans through the provision of superior and affordable health care solutions”. UHM mobilizes grants and resources from development partners and corporate organizations to implement communication initiatives, employing a variety of mass-media and inter-personal channels.
2. UHM invites sealed bids from eligible bidders to be prequalified to offer Marketing and Communication services for the Financial Year 2014-2015 to 2017-2018. The Categories of services required are listed below:

Item Number	Category	Description of Services
SRVCS/0001	Creative and Media services (Outdoor Exclusive)	Organizations with capabilities to support concept and creative development of behavior change communications, campaign collaterals, media planning, buying, billing and prudent account management.
SRVCS/0002	Large Scale Printing and Production	Organizations with capabilities to support printing of marketing and communication materials including banners, tear drops, ABS boards, publications, T-shirts and others.
SRVCS/0003	Outdoor Services	Organizations with capabilities to offer outdoor advertising services through billboards (digital or traditional), wallscapes, transit ads (buses, taxis etc.), and other emerging innovative outdoor channels
SRVCS/0004	Marketing and Communication Research services	Organizations with capabilities to conduct a range of behavioral change communication studies and evaluations, market and brand tracking surveys, retail audits, on-going, dip stick assessments, message pre-tests and post-tests.
SRVCS/0005	Event Management Services	Firms with capabilities to plan and deliver unique thought provoking event concepts including conferences, workshops, exhibitions and other stakeholder sessions. Be able to use media relations to maximize coverage of events.

SRVCS/0006	Social Media Engagements	Firms with capabilities to develop and implement the UHMG Social Media Strategy. Generate, post and mediate UHMG social media platforms with an objective to attain sustainable social behavior change. Keep the UHMG website current and up-to-date. Conduct periodic Social Media research on audiences and content.
SRVCS/0007	Small Scale Graphic Designing and Production	Firms with capabilities to deliver graphic designs, and to coordinate real time production of required materials for emergent program and marketing activities.
SRVCS/0008	Market Activation Experiential Services	Firms with capabilities to conduct community countrywide product demonstrations and sensitization sessions employing a range of interpersonal dialogue tools in targeted communities.
SRVCS/0009	Writer / Photographer	Individuals with capabilities to work with a team of UHMG Behavior Change and Knowledge Management experts to obtain relevant field information, compile program stories and to support the editorial process.

3. Details of the documents required from prospective bidders per category are outlined below:

3.1 Documents Required for SRVCS 0001, 0002, 0003 & 0004 (from Medium or Large Scale Organizations):

- a) Summarized Company Profile (2 pages maximum)
- b) Company Certificate of Incorporation & Memorandum of Association
- c) Trading License
- d) Tax Clearance Certificate and Exemptions where applicable.
- e) Recent Audited books of Accounts
- f) Summary of Past Performance experience
- g) 3 past performance references with up to-date contacts.
- h) Curriculum Vitae of key personnel
- i) Proof of membership and affiliations to relevant professional bodies and organizations.
- j) Attestation that the organization has never been debarred from receiving USG federal government contracts, and is not on the excluded parties list. (EPL's)
- k) Commitment to offer performance guarantees if firm qualified to offer services.

3.2 Documents Required for SRVCS 0005, 0006, 0007 & 0008 (from Small Scale Enterprises):

- a) Company Certificate of Incorporation & Memorandum of Association
- b) Summary of Past Performance experience
- c) 3 past performance references with contacts
- d) VAT registration certificate
- e) Statement of agreement to withholding tax deductions on all jobs awarded.
- f) Trading License
- g) Curriculum Vitae of key personnel
- h) Attestation that the organization has never been debarred from receiving USG federal government contracts, and is not on the excluded parties list. (EPL's)

3.3 Documents Required for SRVCS/0009 (from individual consultants):

- a) Summary of Past Performance experience
 - b) 2 past performance references with contacts
 - c) Statement of agreement to withholding tax deductions on all jobs awarded.
 - d) Curriculum Vitae
 - e) Attestation that the consultant has never been debarred from receiving USG federal government contracts, and is not on the Excluded Parties List (EPL).
4. Sealed Bids must be delivered to the address below **at or before 2:00 pm (East African Time), on Friday 17th July 2015** clearly indicating the Item Number and Category applied for on the exterior Envelope.

**Head of Procurement
Uganda Health Marketing Group
Plot 20 – 21 & 27 – 28, Martyrs Crescent, Ntinda
P.O. Box 4553, Kampala – UGANDA
Tel: +256 (0) 312 244700 Fax: +256 (0) 414 349959**

5. Late bids shall be rejected.
6. Bids will be opened in the presence of the bidders' representatives who choose to attend at The Bids Opening Meeting, at **2:30 pm (East African Time), on Friday 17th July 2015**.