

TERMS OF REFERENCE

Provision of TV and Radio services to Sonarwa Life Assurance Company LTD (airings, adverts, talk shows, mentions, etcetera).

I. Background

Sonarwa Life is one of the leading insurance providers that specializes in life insurance products and services. Founded with the mission of safeguarding the financial well-being of individuals and families, Sonarwa Life Assurance has established itself as a trusted partner in the insurance industry.

For Sonarwa Life, the needs for TV and radio services encompass a range of objectives and strategies aimed at increasing brand awareness, reaching target audiences effectively, and communicating key messages about their life insurance products and services. Here are some specific needs:

- **Increased Brand Visibility:** Sonarwa Life Assurance aims to increase its visibility and brand recognition among its target demographic through strategic placements on TV and radio channels. This includes securing airtime for commercials, sponsorships and mentions during popular programs that resonate with the target audience.
- **Promotion of Life Insurance Products:** SONARWA Life requires TV and radio services to effectively promote its life insurance products and highlight their features, benefits, and value propositions.
- **Educational Content:** Sonarwa Life recognizes the importance of educating the public about financial planning, risk management, and the role of life insurance in securing one's financial future. TV and radio talk shows provide an opportunity to engage with experts, host discussions, and provide valuable insights and advice to listeners and viewers.
- **Targeted Advertising:** Sonarwa Life needs TV and radio services to implement targeted advertising campaigns that reach specific demographics and geographic regions relevant to its target market. This may involve selecting channels and programs with high viewership or listenership among the desired audience segments.
- **Brand Association and Credibility:** Sonarwa Life seeks opportunities to enhance its brand association and credibility by partnering with reputable TV and radio programs, hosts, and influencers.
- **Measurable Results:** As with any marketing initiative, Sonarwa Life requires TV and radio services that deliver measurable results and return on investment. This includes tracking metrics such as audience reach, frequency of ad airings, brand mentions, website traffic, and lead generation to assess the effectiveness of the campaigns and optimize future strategies.

II. Nature of the Tender

The competition is equally open to all eligible companies specialized in the field.

III. Scope of Work

Under the framework agreement, the successful bidder will provide a range of services to Sonarwa Life, including but not limited to:

- Airing adverts on Sonarwa Life's products and services.
- Reporting on Sonarwa Life's activities in the news.
- Providing airtime to Sonarwa Life on popular and relevant talk shows.
- Mentions of Sonarwa Life's products and services on popular and relevant radio programs.
- Providing live or pre-recorded coverage for Sonarwa Life events.

IV. Modes of Payment

Under the framework contract, payments will be performed as agreed by both parties.

V. Administrative requirements

The bidding entities are requested to submit the following administrative documents:

- Bid submission letter including address and contacts of the bidding party.
- Valid tax clearance certificate.
- Valid business registration document from RDB.
- Valid RSSB certificate.
- Valid RURA license.

VI. Technical requirements

The bidding entities are requested to submit a technical proposal that will include:

- A Company profile/portfolio detailing background, technical expertise, outside broadcasting logistical capacity and quality, ability to deliver services in multilingual settings, and experience working with public and international institutions.
- Proof of reference attesting to the company's knowledge and experience of similar work done for local/regional/international clients, by way of certificates of services rendered (minimum 3).
- Certified estimate of national coverage and market share (percentages) from the regulatory authority (RURA) or any other reputable polling and survey company such as GeoPoll.

Bidding entities are also requested to submit a financial proposal based on the scope of work.

VII. Criteria for Selection of Best Offer

Combined Scoring method. The qualification and methodology will be given a 70% weight and combined with the price offer, which will be weighted 30%. The (70%) qualifications and methodology will be divided as follows:

- a. Percentage of national coverage and market share: 40%.
- b. Clarity, comprehensiveness, and coherence of technical proposal (language and grammar, logical progression, etcetera): 10%.
- c. Logistical Capacity and Quality for outside broadcasting (ob vans, satellite trucks, RP Units.) 10%.
- d. Previous experience of the bidder on the tasks specified: 10%.

VIII. Important Information

- a. The financial proposal must be inclusive of all applicable taxes.
- b. Payment currency will be Rwandan Francs (RWF).
- c. Language of bid: All communication, correspondences, and bids should be in English.
- d. Proposals from bidders should be submitted in a sealed envelope and marked “**Provision of TV and Radio services to Sonarwa Life Assurance Company LTD (airings, adverts, talk shows, mentions, etcetera)**”.
- e. Sealed proposals presented in two copies, one of which is the original, should be delivered to Sonarwa Life Offices on the Ground Floor of RSSB Building Twin Tower 2 (23, KN 3 Avenue), or sent via email: procurementlife@sonarwa.co.rw no later than **11 am on 28th April 2024**.
- f. Any bidder who does not abide by the above provisions will be disqualified.

Done at Kigali , On 22nd of April 2024.



Dianah MUKUNDWA
Chief Executive Officer
SONARWA Life Assurance Company Limited