



OPEN TENDER FOR SUPPLY OF BRANDED PROMOTIONAL MATERIALS

1. 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.

SONARWA Life Assurance Company Ltd, Rwanda's leading life insurance provider, invites qualified and experienced suppliers to submit proposals for the supply of branded promotional materials and printing services. This initiative aims to support our marketing and customer engagement strategies by enhancing brand visibility and creating impactful customer interactions.

2. Scope of Work

This open tender aims to engage a reliable service provider for the supply and production of high-quality branded promotional materials that meet SONARWA Life's branding standards, including but not limited to the following:

- **Branded Promotional Materials:**

- T-shirts, caps, umbrellas, pens, notebooks, mugs, bags, banners, and roll-up stands.
- Other custom promotional items as requested.

3. Requirements for Participation

Qualified suppliers must:

- Provide a detailed proposal including pricing, delivery timelines, and quality assurance measures.
- Submit samples of similar work completed previously.
- Ensure all materials meet SONARWA Life's brand standards.
- Deliver items in a timely and professional manner.

4. Submission Requirements

Interested companies should submit the following documentation:

- **Company Profile:** Including an overview of the company, key personnel, and organizational structure.
- **Experience:** Proven experience in supplying branded promotional materials, 2 client references and 2 certificate of successful completion of the similar work.
- **Compliance Documents:** Copies of company registration, RSSB and RRA certificates.

5. Selection Criteria

Proposals will be evaluated based on:

- Quality and originality of promotional materials.
- Alignment with SONARWA Life's brand guidelines based on the submitted mockups.
- Price competitiveness and cost breakdown.
- Delivery timelines.
- Past performance and references.

6. List of branded materials and Prices

Item	Type	Price/Unit (RWF)
T-Shirts		
Caps		
Notebooks		
Pens		
Tear Drops		
Backdrops		
Mugs		
Water bottles		
Umbrellas		
Desk Calendars		
Power banks		

7. Submission Process

All interested companies are required to submit their Bid Documents electronically via email: procurementlife@sonarwa.co.rw no later than **11 am** on **6th February 2025**.

For any inquiries regarding the tender, please contact **Head HR on 0788456029** during business hours.

Done at Kigali on 28/01/2025



Dianah MUKUNDWA
Chief Executive Officer