



Health Authority – Abu Dhabi

REQUEST FOR PROPOSALS

for

“Eat Right and Get Active Campaign”

School Campaign to encourage children to eat healthily and increase their physical activity levels

RFP no.: 19 /Services/HAAD/PT/2010

Bid issue date: July 26, 2010

Deadline for submission of proposals: August 8, 2010 – 03:00 pm

INDEX

CONTENTS OF THE REQUEST FOR PROPOSALS	3
DEFINITIONS AND ABBREVIATIONS:	4
SECTION A - INSTRUCTION TO BIDDERS	5
ARTICLE 1 - TENDER PROCESS DEADLINES	5
ARTICLE 2 - PACKING AND LABELLING OF PROPOSALS	5
ARTICLE 3 - SUBMISSION OF PROPOSALS	5
ARTICLE 4 - PROPOSAL CONTENTS	6
4.1 TECHNICAL OFFER	6
4.2 FINANCIAL OFFER	7
ARTICLE 5 - BID BONDS	7
ARTICLE 6 - RFP TERMS AND CONDITIONS	7
ARTICLE 7 - VALIDITY OF PROPOSAL	7
ARTICLE 8 - INCOMPLETE AND LATE OFFERS:	7
ARTICLE 9 - INQUIRIES	7
ARTICLE 10 - ALTERATION OF PROPOSALS	8
ARTICLE 11 - ELIGIBLE BIDDERS	8
ARTICLE 12 - COSTS FOR PREPARING PROPOSALS	8
ARTICLE 13 - CLARIFICATION	8
ARTICLE 14 - EVALUATION OF PROPOSALS	8
ARTICLE 15 - AMENDMENTS	8
ARTICLE 16 - CONFIDENTIALITY	8
ARTICLE 17 - OWNERSHIP OF PROPOSALS	8
ARTICLE 18 - BID CANCELLATION	9
ARTICLE 19 - BIDDER'S RESPONSIBILITIES	9
ARTICLE 20 - AWARD	9
ARTICLE 21 - INTELLECTUAL PROPERTY RIGHTS	9
SECTION B – TERMS OF REFERENCES	10
ARTICLE 1 - GENERAL BACK GROUND	10
ARTICLE 2 - BACKGROUND TO PUBLIC HEALTH CHALLENGE	10
ARTICLE 3 - KEY OBJECTIVES OF THE CAMPAIGN:	10
ARTICLE 4 - TARGET AUDIENCE	11
ARTICLE 5 - KEY CAMPAIGN INITIATIVES	11
ARTICLE 6 - WORK PLAN, INCLUDING	11
ARTICLE 7 - DELIVERY OF MATERIAL ITEMS	12
ARTICLE 8 - RESPONSIBLE BODY	13
ARTICLE 9 - PERIOD OF PROJECT EXECUTION	13
ARTICLE 10 - REQUIREMENTS	13
PERSONNEL /KEY EXPERTS	13
EQUIPMENT / FACILITIES	13
ANNEX I – EVALUATION FACTORS AND SCORES	14
ANNEX II: FINANCIAL TEMPLATE	15

**Contents of
the Request for Proposals**

The complete Request for Proposals shall include the following:

Section A: Instructions to Bidders

Section B: Terms of Reference (Technical requirements/ specifications)

Section C: Draft Contract Agreement and Conditions

Annexes:

Annex I: Evaluation factors and scores

Annex II: Financial Template

Definitions and Abbreviations:

The terms used in this RFP and the subsequent contract shall have the following meanings:

<i>Bidder</i>	A legal entity entitled to submit a proposal in response to this bid
<i>Contracting Authority/HAAD</i>	Health Authority - Abu Dhabi
<i>Days/months/years</i>	Calendar days/ months/years
<i>Government</i>	Government of Abu Dhabi.
<i>N/A</i>	Not applicable
<i>RFP</i>	Request for proposals
<i>Supplier/Vendor</i>	The awarded bidder selected to perform the project's scope of work
<i>ToR</i>	Terms of reference

Section A - Instruction to Bidders

In submitting proposals, bidders must comply with all instructions contained in this RfP document. Failure to submit a proposal containing all the specified information and documentation (incl. all completed forms and templates, and a declaration that the entire specified ToR will be accepted) within the stated submission deadline will lead to rejection of the proposal at HAAD's absolute discretion.

Article 1 - Tender Process Deadlines

Deadline for requesting clarifications from the HAAD	August 02, 2010
Last date for issuing clarifications by the HAAD	August 03, 2010
Deadline for submission of proposals	August 8, 2010 – 03:00 pm

Article 2 - Packing and Labelling of Proposals

Each submitted proposal must comprise a technical offer and a financial offer, each of which must be submitted separately. Each technical offer and financial offer must contain one original, clearly marked "**Original**", and 2 copies, each marked "**Copy**".

Article 3 - Submission of Proposals

Proposals must be submitted either by recorded delivery (official postal service) or hand delivery directly to the HAAD in return for a signed and dated receipt to the following address:

To: Mr. Ali Al Mazrouie
Head, Corporate Support Services
Att.: Mr. Moinudeen Zayed
Procurement Officer
Procurement & General Services- Section
Health Authority – Abu Dhabi
Airport Road – behind Al Futtaim Motors Agency
P.O. Box 5674
2nd floor

Note: Proposals submitted by any other means (i.e., fax or e-mail) will be rejected.

Any deviation from these instructions (e.g., unsealed envelopes or references to price in the technical offer) is to be considered a breach of the rules, and will lead to rejection of the proposal.

The outer envelope should carry the following information:

- a) The address for submission of proposal indicated above;
- b) The reference code of the bid to which the bidder is responding (**19/ Services/HAAD/PT/2010**)
- c) The name of the bidder.
 - The pages of the Technical and Financial offers should be numbered.

Article 4 - Proposal Contents

4.1 Technical offer

The Technical offer should include the following documents:

- **Table of Contents**, including page numbers.
- **Full contact details** of the key person in the company in case of any clarification requirements.
- ***Letter of Submission** on Supplier's letterhead signed and stamped by the person in charge or the Supplier's authorized representative acknowledging the Supplier's agreement to the terms and conditions of this RFP and certifying that all information offered in the submitted proposal are true, accurate, and complete.
- ***Multiple examples of designs** (minimum of three examples) of previously planned projects to be submitted in the proposal.
- ***Executive Summary** demonstrating bidder's understanding of the project requirements (refer to project's requirements in Annex I of this RFP) and including the following as required in Section B- of the RFP:
 - a. Overview of media planning, design, creation, etc
 - b. Approach to meeting stated objectives, including
 - i. Incorporation of key learning points from past or similar campaigns; and.
 - ii. Insights and conclusions about target audience (and subgroups where applicable)
 - iii. Description of promotional items/media (for optional items not specified in the RFP)
- **Detailed work plan**: stating the project phases and timelines (including significant milestones and final deadlines)
- **Audited Financial Statements** for the past one year.
- Copy of **valid trade license/ Legal registration** documents
- **Business references** for projects of similar nature (at least two projects) and volume that verify that the bidder has a satisfactory performance record and demonstrate that the bidder has the capability of meeting the project requirements. The references should specify the bidder's relevant contribution to each listed project. References can only be considered if the bidder clearly lists a point of contact in the client organization for that project (name, address, telephone number, etc.)
- Bidder **Organisation chart**.
- **Detailed CVs*** for the key experts and project staff
- **Unconditional Bid Bond**

*** Note: After the bid opening and if the bidder has not submitted the required documentation as stated above, the proposal will be administratively rejected without further consideration for review**

4.2 Financial offer

The Financial offer must be submitted in U.A.E currency (AED) using Annex II (financial template), showing the total cost of the financial offer and should include the following:

- 1- Clearly provide detailed with all the items and services to be provided according to Annex II template of this RfP stating clearly each item's unit and total price, for each item/service.
- 2- Prices should be inclusive of all anticipated costs and applicable tariffs and/or taxes.
- 3- Financial offer details for the two phases must be clearly outlined separately

Notes to bidders in preparing the financial offer:

- 1.1. It is bidder's responsibility to examine and consider all the RfP requirements while preparing the financial proposals for this tender.
- 1.2. Bidders should quote the prices including all anticipated costs (i.e.: accommodations, travels expenses.. etc)
- 1.3. Quoted prices to be fixed and not subject to change by bidders.

Article 5 - Bid Bonds

The bidder must submit a bid bond with an amount of 15,000 AED (Fifteen Thousands Dirham) enclosed in the **technical proposal**. The bond shall be unconditional, valid for 120 days starting from the closing date of proposal submission and addressed to the Health Authority – Abu Dhabi. Priority for issuing the Bid bonds in UAE should be from Abu-Dhabi Banks. The bid bond will be returned back to bidders after the evaluation and awarding processes are completed.

Article 6 - RFP Terms and Conditions

Failure to meet the specified terms and conditions of this RFP at the time of award will result in disqualification of the Bidder.

Article 7 - Validity of Proposal

Proposals must remain valid and open for the acceptance of the HAAD for 120 days from the RFP closing date. Proposals specifying a shorter acceptance period will be rejected.

Article 8 - Incomplete and Late Offers:

Incomplete and late proposals will not be accepted. It is the bidder's responsibility to ensure that the proposal is submitted complete, on time and in accordance with the RFP terms and conditions. Late proposals shall be returned to Bidders unopened.

Article 9 - Inquiries

Bidders may submit questions in **writing** either through fax or e-mail to the following address and up to 10 days before the deadline for submission of proposals.

Contact name	Ms. Dina Mohsen Khaled, Procurement Officer
Address	Health Authority – Abu Dhabi
Fax no.	+9712 4496969
E-mail	dkhaled@haad.ae

Any clarification issued by HAAD will be communicated in writing to all the bidders before date stated in the table above and will be published on HAAD website: www.haad.ae . No further clarifications will be given after the stated date in the above table.

Any prospective bidders seeking to arrange individual meetings with the HAAD or any of its employees concerning this contract during the bidding period may be excluded from the bidding procedure.

Article 10 - Alteration of Proposals

Bidders may alter their proposals by written notification prior to the deadline for submission of proposals stated in this RFP. No proposals may be altered after this deadline.

Article 11 - Eligible Bidders

Bidders considered eligible to submit proposals are defined primarily as the entity /organisation that is legally registered in the UAE to do business and can provide a valid certificate of legal registration/ trade registration license.

Article 12 - Costs for preparing proposals

Under no circumstances will the HAAD accept liability for any costs incurred in connection to the preparation and submission of proposals even if the HAAD decides to reject all the proposals or cancel the tender altogether.

Article 13 - Clarification

During the evaluation process, the HAAD may request additional information from bidders with regard to the submitted proposal if deemed necessary by the tender evaluation committee.

Article 14 - Evaluation of proposals

The evaluation process will identify and recommend the proposal which is technically superior at reasonable price.

- The weight of the technical factors = 60 %
- The weight of the price = 40 %

Only proposals with average scores of at least 60 points in the technical evaluation criteria set out at Annex I qualify for the financial evaluation.

14.1 Technical evaluation of bids

The technical quality of each bid will be evaluated in accordance with the evaluation criteria specified in Annex I of this RfP document. No other award criteria will be used. The award criteria will be examined in accordance with the requirements indicated in this RfP.

14.2 Evaluation of financial offers

Upon completion of the technical evaluation, the financial offers of those bidders who passed the technical evaluation stage will be opened.

Article 15 - Amendments

During the proposal submission period, if the HAAD decides to modify/ change any requirement/s of the RfP, [the modification/s shall be released through the issuance of an amendment to the RfP.] Any amendment will be issued in writing and will be sent to all bidders.

Article 16 - Confidentiality

The entire evaluation procedure is confidential and all proposals are for official use only and may be communicated neither to the bidders nor to any party other than the HAAD.

Article 17 - Ownership of Proposals

The HAAD retains ownership of all proposals received as part of this tender. Consequently, bidders have no legal right to have their proposals returned to them.

Article 18 - Bid Cancellation

The HAAD has the right at any stage in the bidding process to cancel the whole bid without justification to any of the bidders. In the event of cancellation of this RFP, Bidders will be notified in writing of the cancellation by the HAAD.

Article 19 - Bidder's responsibilities

It is bidder's responsibility to examine all of the RfP's terms and conditions and to request for clarification from the Contracting Authority's (only to the contacts mentioned in this RfP in writing) for unclear or vague statements, if any. It shall be bidder's responsibility if his proposal is eliminated due to submission of unclear improper, loose proposals.

Article 20 - Award

The HAAD reserves the option of contracting only for a portion of the specified project scope or of not awarding a contract to any bidder. Final approval to enter into a contract, and the scope of services to be provided pursuant to the contract, rests with the HAAD.

HAAD reserves the right at its own discretion not to select the lowest quoted financial offer.

Article 21 - Intellectual Property Rights

Upon receipt of full payment for all Services and Deliverables rendered under this project, all intellectual property rights, title and interest in and to HAAD's name and logo, including without limitation, all concepts, author rights, copyrights, moral rights, patents, trademarks, trade secrets, and any other intellectual property related thereto remain with and are the property of HAAD and are NOT subject to any rights of the Vendor Intellectual Property.

Section B – Terms of References

Article 1 - General Back Ground

The Health Authority - Abu Dhabi (HAAD) is an Abu Dhabi local governmental entity established by law No. (01/2007); it was previously known as "The General Authority of Health Services for the Emirate of Abu Dhabi". The main function of HAAD is to regulate the Healthcare Sector within the Emirate of Abu Dhabi, both Public and Private, through Policies, Laws, Regulations, Inspections and Audits. The corporate office of HAAD is located in the capital of UAE, Abu Dhabi.

HAAD is responsible for licensing, quality control and in regulating all of the health care facilities and health professionals in the Emirate of Abu Dhabi, with the vision in developing health communities, and to monitor healthcare facilities so that it delivers high quality healthcare services in accordance with the best international practices and quality standards to its population. HAAD does not itself provide healthcare services or health insurance.

Article 2 - Background to Public Health challenge, including key Health Statistics where possible

- According to the International Obesity Task Force, one in ten school-age children worldwide are overweight, a total of 155 million.
- In Abu Dhabi the rates of risk factors for cardiovascular disease are very high:
 - Almost 70% of Emirati adults are obese or overweight
 - 1 in 5 adults has diabetes
- In children and adolescents, the numbers are equally concerning:
 - 1 in 3 children are either overweight or at risk of becoming overweight
 - International research has shown that up to 70% of adolescents who are overweight become overweight or obese adults.
- The WHO 2005 Global School Health Survey showed that:
 - 12.1% of adolescents were overweight and 21.5% were at risk of being overweight
 - 18% ate at a fast food restaurant such as Mc Donald's, Burger King, Pizza Hut, Hardees, Subway or KFC on three or more of the last 7 days
 - 25.6% usually drink carbonated soft drinks such as Coke, Pepsi, &-Up, Mountain Dew, or Merinda two or more times per day during the last 30 days
 - 17.1 % usually eat foods high in fat such as shawarma, hardees, biryani, fried meet or fried potatoes two or more times per day during the last 30 days
 - 20% were physically active on all 7 days for a total of at least 60 minutes per day during a typical or usual week
 - 38.8 % spent three or more hours per day doing sitting activities during a typical or usual day
 - 80.8% did not walk or ride a bicycle to and from school during the last 7 days

Article 3 - Key objectives of the campaign:

- Behavioral change targets (desired response from target audience)
 - To increase awareness and knowledge and to educate the target groups about
 - The importance of Healthy Eating – food groups, calories etc.
 - The importance of enough physical activity

- Provide practical steps for children, adolescents and parents to take to eat a healthy diet and do enough physical activity, and create opportunities for students and their parents to implement the knowledge and skills they have learnt
 - To create a cultural and behavioral change towards eating a healthy diet and being physically active
 - Provide information/awareness to school administrations, school teachers and school nurses that HAAD has a “Eat Right and Get Active” campaign and program, and the procedures for registration to join the programme and receive support and materials from HAAD.
- a. Specific key performance indicators (KPIs)
- Satisfactory creation, production and delivery of effective media and materials to support implementation of a “Eat Right, Get Active Campaign”.
 - Improvement in eating healthy food and increase in physical activity
 - Evaluation survey.

Article 4 - Target Audience

- Primary audience: School nurses, school teachers, parents and students in 25 schools who will be participating in the intensive programme.
- Secondary audience: School nurses, school teachers, parents and students in all 479 Abu Dhabi schools and surrounding communities.

Article 5 - Key campaign initiatives

- Phase 1: Development of media and materials (with media partner)
- Phase 2: Pilot testing of media and materials and guidelines in two schools (August/ early September 2010) (conducted by HAAD)
- Phase 3: Evaluation of media and materials from phase 1 and re adjustment/editing and reproduction for next phase(with media partner)
- Phase 4: Full implementation of programme in 25 schools, and release of materials to other schools
- Post Campaign evaluation

Any specific target collaborators/partners for the campaign

All media should be applicable to all schools and should not be specific to one industry alone.

- **External stakeholders:**
 - Abu Dhabi Education Council
 - Abu Dhabi Food Control Authority
 - Ambulatory Healthcare Services, School Health
 - Schools

Article 6 - Work plan, including

- a. Services required (please refer to Annex II)

Media Translation Arabic /English, Creation, Adaptation, Production & Delivery of media suitable to target audiences or adapted media in suitable languages as well as pictorial media suitable for school nurses, school teachers and students; languages required;- English/Arabic.

- i. Short manual (1) for school nurses and teachers on how to improve healthy eating and physical activity in their school and an instructional DVD/CD (2) for school nurses and teachers to support the manual.
- ii. Design and adaptation of the food pyramid creative (3) to be specific to the UAE and development of posters (4) and demonstration model (5).
- iii. Design of activity items for students including animated clip on DVD/CD (6), physical activity competition collaterals (7) and a “Eat Right and Get Active” Activity & Sticker Book (8).
- iv. Campaign web-pages to be added to the Schools for Health Website.
- v. Pre and post campaign evaluation. HAAD will develop the survey, distribute it and collect it. The vendor will only have to enter in the results, analyse and create the final report.
- vi. Other campaign items (promotional items) (i.e.: A4 box set, fridge magnet, caps, aprons, recipe pages). Please include the design and production/ printing costs for these items.

Note: Bidder can propose other promotional items (as a other options to HAAD) this should be quoted separately as an addition to (Annex II)

- vii. Event management; - Organise a launch day (one day) for External partners and participating schools (+- 100 people) including planning and logistics with press conference (excludes venue costs and catering to be covered by HAAD)

b. Estimated project timeline (5 weeks)

- i. Media Design and Creation: 2-3 weeks for pilot phase printed/production of media
- ii. Pilot study, pilot testing feedback of media and materials amendment/editing if necessary before reproduction launch: 1 week
- iii. Printed/production of media: 1- week
- iv. Main launch of campaign, launch event, and awareness, distribution of materials: Target date September 26, 2010

c. Specific details, for example, preference for specific media channels, details of HAAD brand standards and guidelines to be used

- i. Base media with specific technical – please refer to existing School Health materials for creative and key messages (available on www.haad.ae)
- ii. HAAD logos to be used in all communication.
- iii. Languages: Arabic, English

Article 7 - Delivery of Material Items

Delivery of specified materials shall be to all HAAD offices; HQ Abu-Dhabi (Airport road), Al-Ain eastern regional office and Madinat Zayed western regional office.

Article 8 - Responsible body

The responsible function in HAAD will be responsible for monitoring the Supplier's performance, reviewing and accepting the Project's deliverables. This will be notified to the Supplier after the tender award.

Article 9 - Period of project execution

Bidders are to submit a detailed project plan (project duration five weeks)including timeline and phases milestones and a description of the project phases.

Article 10 - Requirements

Personnel /Key experts

Bidders are to submit (CV\Bio) of key project staff. As a minimum this should include details of:

- Account Manager

Equipment / Facilities

The Vendor will be working using his own equipment.

Annex I – Evaluation factors and scores

Evaluation factors	Maximum score
Understanding of the project's requirements and objectives the suitability of the proposed solution to the extent it meets HAAD's needs. <ul style="list-style-type: none"> • Addressing HAAD objectives and Target Audience • Comprehensive work plan covering the addressed point in Section B- of the RfP 	35
Vendor's background and experience on projects of similar nature, including references inputs and/or feedbacks	25
Experienced Account Manager and other proposed Key staff	25
The details, adequacy and timetable of the management plan for the activities and the proposed solution.	15
Overall total score	100

Only proposals with average scores of at least 60 points qualify for the financial evaluation

Annex II: Financial Template

PROJECT: _____

Bidder Name: _____

Important Note: Prices for design, editing and production should be clearly stated separately for each item

Bidder should quoted his competitive prices for quoting to the below items

ITEM DESCRIPTION	QTY	Unit Price /AED	Total Price/ AED
Instructional manual and DVD for School Nurses and School Teachers			
1	Short manual for school nurses and teachers on how to improve healthy eating and physical activity in their school; creation, editing and production Arabic/English version. Full color both sides, 10 pages, Cover 300gsm matt, insert pages 150 gsm matt, varnished and perfect binding.		
	1.a Design	1	
	1.b Production	500 manuals	
2	Instructional DVD/CD (5-10 minute duration) for school nurses and teachers to support manual: Creation, editing and production plus printing of CD/DVD labels and design and production of CD/DVD cover set.		
	2.a Creation, editing and production of CD/DVD (5-10 minute duration)	1	
	2.b Design of CD/DVD cover set.	1	
	2.c Production of CD/DVD cover set	500	
Food pyramid adaptation and development of tools			

ITEM DESCRIPTION		QTY	Unit Price /AED	Total Price/ AED
3	Design and adaptation of food pyramid creative to be specific to the UAE (My Pyramid ¹ and the Food Dome ² as basis for adaptation).			
	3.a Design	1		
4	Posters: creation, editing and production of <ul style="list-style-type: none"> • 1 poster with Food Pyramid graphics (English & Arabic separate) • 1 English & Arabic combined poster with the food pyramid and tips for a healthy canteen. Full color 1 sided with double sided tape (top and bottom) 200 gsm art matt with matt lamination			
	4.a Design	2		
	4.b Printing	500		
5	Food pyramid demonstration model (based on new design). 3D plastic (45cm*45cm*45cm).			
	5.a. Design	1		
	5.b. Production	50		
Activity items for students				
6	Adaptation of existing HAAD School Health characters converting characters into animated video creation and production suitable for children Grades 1-5;- English, Arabic. Examples of characters can be found in the HAAD School Health leaflets available on www.haad.ae . Creation, editing and production of 5-8 minute clip plus printing of CD/DVD labels	500 sets		

¹ <http://www.mypyramid.gov>

² <http://faculty.ksu.edu.sa/Alnumair/Documents/arab%20food.pdf>

ITEM DESCRIPTION		QTY	Unit Price /AED	Total Price/ AED
	and design and production of CD/DVD cover set plus insertion in box set			
	6.a Creation, editing and production of CD/DVD (5-8 minute duration)	1		
	6.b Design of CD/DVD cover set.	1		
	6.c Production of CD/DVD cover set	500		
6	Development of collaterals for a 4 week inter-class physical activity competition. Please include as a minimum: a physical activity diary; way to track physical activity based on number of minutes or points based on type of activity (for example 10 minutes of walking gains you 100 points whereas 10 minutes of running gains you 400 points); completion certificates/ badge.			
	6.a Design	1		
	6.b Printing	5,000		
7	10 page <i>"Eat right and get active"</i> Activity and Sticker Book for Grade 1-5 students that includes a food diary, puzzles, coloring activities, games, tips, page of stickers and a few healthy recipes. Full color both sides, 10 page, A4, Cover 300gsm matt, insert pages 150 gsm matt, varnished and perfect binding			
	7.a.Design	1		
	7.b Printing	5,000		
Additional campaign items ³				
8	Campaign Web-pages: Create, design campaign web-pages to be added to the Schools for Health webpage – (1 x English) (1 x Arabic), At least 4 pages	1		

³ We are open for suggestions on more effective tools. Please add them to this section and include the cost of design and printing/ production.

ITEM DESCRIPTION		QTY	Unit Price /AED	Total Price/ AED
	(1) Main campaign page (2) Eat Right (3) Get Active (4) Healthier Schools			
	8.a. Design	1		
	8.b. Hosting cost per month (if micro site was hosted by vendor)	1		
	8.c. One interactive game on website for Grade 1-5 students.	1		
9	Prepare and submission of the final report (power point formate) of the Pre and post campaign evaluation- Q1/2 2011. HAAD will develop the survey, distribute it and collect it. The vendor will only have to enter in the results, analyse and create the final report.	1		
10	Design and creation, editing and production of A4 box set. 300 gsm, full color, A4, folded and to hold CD/DVD set and training manual			
	10.a.Design	1		
	10.b Printing	100		
11	Design and creation, editing and production of A4 Fridge Magnet with key messages. Full color, A4 – For example Size: 5 x 2cm	100		
	11.a.Design	1		
	11.b production	100		
12	Production of Caps printed with campaign messages	5,000		
13	Aprons with campaign messages	100		
12	Design and creation, editing of 2 A4 pages with recipes and key tips. No printing needed.	1		
13	Launch event (1-2 hrs 100 people approx.): Media partner to invite delegates, media representatives (1/2 persons), organize meet and greet and registrations, setup	1		

ITEM DESCRIPTION		QTY	Unit Price /AED	Total Price/ AED
	venue, draft press releases, speeches and manage press conference function etc. Note: Venue and catering will be arranged by HAAD			
Financial Offer Total Cost				
Submitted on:				
Submitted by:				
Company stamp:				

i. **Note:** All printed material should of high quality products.

*All costs must be presented as an amount in U.A.E currency (DHS), inclusive of all applicable tariffs and /or taxes