

TERMS OF REFERENCE

SERVICES: DEVELOP VENUE BRANDING CONCEPT FOR THE ATAF ANNUAL MEETING AT CAPE TOWN INTERNATIONAL CONVENTION CENTRE (CTICC) AND DESIGN & PRODUCE VENUE BRANDING MATERIALS

DURATION: 15 DAYS

LOCATION: CAPE TOWN INTERNATIONAL CONVENTION CENTER (CTICC), CAPE TOWN

1. About ATAF

The African Tax Administration Forum (ATAF) is a platform for promoting and facilitating mutual co-operation among African Tax Administrations and other relevant and interested stakeholders with the aim of improving the efficacy of their tax systems. ATAF's objectives are: (i) developing a sustainable, member-orientated African organisation on tax matters; (ii) fostering efficient and effective African tax administrations; (iii) driving the knowledge hub on African tax matters and (iv) Informing and influencing the regional and global dialogue as the African voice in the field of taxation.

2. Introduction

The African Tax Administration Forum (ATAF) is hosting its Annual Meetings from 30th October to 2nd November 2023 at Cape Town International Convention Centre (CTICC) in Cape Town, South Africa. To ensure the ATAF Brand stands out and provide an outstanding event promotion and memorable experience to participants, ATAF is seeking a service provider to develop a venue branding concept for the ATAF Annual Meetings and produce the necessary branding materials. This document provides the terms of reference for potential service providers interested in undertaking this project.

3. Scope of Work

The service provider will be responsible for the following tasks:

3.1.1 Venue Branding Concept Development

- Conduct a site visit, and a thorough analysis of the ATAF Annual Meeting objectives, target audience, and overall theme to understand the branding requirements.
- Develop a comprehensive venue branding concept that aligns with the ATAF Corporate Identity Manual and the Annual Meeting theme.

- Present the proposed venue branding concept to the ATAF Corporate Services Division for review and approval.

3.1.2 Branding Materials Production

- Design and produce branding materials for the ATAF Annual Meeting based on the approved venue branding concept.
- Ensure the branding materials are visually appealing, engaging, and consistent with the ATAF brand guidelines.
- Produce a wide range of materials, including but not limited to banners, signage, stage backdrops, stickers, foam boards, etc.
- Ensure high-quality production of the branding materials.
- Deliver the final branding materials at the venue and set up the venue following the approved concept.

4. Deliverables

The service provider is expected to deliver the following items:

4.1.1 Venue Branding Concept

- A detailed venue branding concept document that outlines the overall theme, colour scheme, typography, and key visual elements.
- Visual representations (such as mock-ups or sketches) of the proposed branding concept for the ATAF Annual Meeting venue.

4.1.2 Branding Materials

- High-resolution digital files of all branding materials produced, suitable for both print and digital use.
- Printed copies of the branding materials, as specified in the project requirements.

5. Proposal Submission

Interested service providers are requested to submit a proposal containing the following information:

- Company profile, including relevant experience in venue branding and production of branding materials.
- Proposed methodology and approach for developing the venue branding concept and producing the branding materials.
- Timeline and work plan for the project, including key milestones and deliverables.

- Detailed budget breakdown, including all costs associated with the venue branding concept development and production of branding materials.
- Samples of previous venue branding projects and branding materials produced.
- All proposals must be submitted electronically to the ATAF Secretariat by the specified deadline.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in venue branding and production of branding materials.
- Creativity and alignment with the ATAF Corporate Identity Manual and Annual Meeting theme.
- Methodology and approach for developing the venue branding concept and producing the branding materials.
- Proposed timeline and work plan.
- Budget and cost-effectiveness.
- Quality of previous venue branding projects and branding materials produced.

7. Confidentiality

All information provided by ATAF and the service providers during the proposal process shall be treated as confidential and used solely for the purpose of evaluating the proposals.

8. Application Process

All application to be submitted to the following email address:
procurement@ataftax.org , attention to Sindi Zwane (Procurement officer),
applicants shall upload the following documents.

- Company profile and cover letter, no more than 2 pages that provides detailed information on why the applicant is qualified for this job and is a strong match for our job requirements.
- Technical and Financial proposal (not longer than 1 pages)
- Technical proposal to include portfolio of work not older than a year.

Please note that ATAF reserves the right to reject any or all proposals received and is not bound to select the lowest-priced proposal. The selection of the service provider will be based on the overall quality and suitability of the proposal.

CLOSING DATE: 29 September 2023