**Organizational Profile for Outdoor Branding and Direct Marketing**

**PROPOSAL COVER SHEET**

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| --- | --- | --- | --- | --- |
| Legal Name of Organization | Name:  Website: | | | |
| Legal Name of other organization(s) if submitted as consortium | Name:  Website: | | | |
| Name and contact information of Focal Person | Name:  Address:  Telephone:  Cell:  Email: | | | |
| Registration Status | Operational since: |  | Registration under: |  |
| Proposal submitted for: | Outdoor Branding ☐  Direct Marketing ☐ | | | |
| Your proposal Includes: | 1. Prescribed Cover Sheet ☐ 2. Introduction to your organization [not more than 1 page] ☐ 3. Your suitability for performing the Outdoor Branding Assignment [1 page] ☐ 4. Your suitability for performing the Direct Marketing Assignment ☐ 5. Mid Level Media Working Template ☐ 6. Value Engagement Activities ☐ | | | |
| Financial proposal includes: | You have filled the templates that you have applied for:  Billboard ☐ Pole Signs ☐ Posters ☐ Stickers ☐ Railway Station ☐ Health Carnival ☐ Street Theatre ☐ Other Ideas ☐ | | | |
| Name and Signature |  | | | |

**Introduction to your Organization (One Page):**

(The introduction should contain the following very briefly. Name of firm, type of business entity, core team, specialized skills, services offered, nationwide offices, offices in Sindh, experience in outdoor branding/direct marketing (in case you are applying for both otherwise mention your experience in the area applied for), professional accreditations, annual business volume, differential advantage if any, turnaround time needed for installation of 40-50 billboards, turnaround time for starting street theatre and health carnivals, clients served in development sector, clients served in commercial sector, top 10 projects in terms of business volume)

**Your suitability for performing the Outdoor Branding Assignment: (Fill only in case you are applying for outdoor branding) (Maximum 1 page)**

(Answer the following questions, your technical knowledge regarding outdoor branding, top 5 projects done in outdoor branding, the time it will require you to produce and install 40-50 billboards across 10-15 districts of Sindh, credit cycle for payments, will your organization need advance payments, sample timelines in case you are selected starting from 20th December 2016, nationwide support in outdoor branding, provincial support in outdoor branding in all districts of Sindh, At the end mention 3 professional references of clients that you served for outdoor branding)

**Your suitability for performing the Direct Marketing Assignment: (Fill only in case you are applying for Direct Marketing) (Maximum 1 page)**

(Answer the following questions, your technical knowledge regarding direct marketing, technical knowledge regarding carnivals, festival and street theatres, top 5 projects done in direct marketing, the time it will require you to complete 100 carnivals at 100 different locations at 10 districts of Sindh, the time it will require you to complete 100 street theatre at 100 different locations at 10 districts of Sindh, credit cycle for payments, will your organization need advance payments, sample timelines in case you are selected starting from 20th December 2016, nationwide support in health carnivals and street theatre, provincial support in health carnivals and street theatre in all districts of Sindh, At the end mention 3 professional references of clients that you served for direct marketing)