

Name of Signature Program:	Naija Unlock
Agresso Work order:	NG1001
Country:	Nigeria
RFP No.	

**REQUEST FOR PROPOSAL
EVENT PLANNING CONSULTANT FOR AYUTE GRAND FINALE**

Funded by: Heifer International

RFP Release Date:	28th March 2025
Question/ Inquiry Submission Deadline:	10th April 2025
Proposal Submission Deadline:	22nd April 2025
Performance Period:	1st May – 13th May 2025
Electronic submission to the attention of:	Procurement-ng@heifer.org
Contact information for inquiries about this RFP:	Procurement-ng@heifer.org

Terms of Reference

I. General Information

This document is being issued to solicit applications from a consulting firm with key technical expertise in providing event management services. Heifer Nigeria country office is looking for an experienced and registered company located in Abuja to manage the execution of an agtech event.

II. Background

About Heifer International

Heifer International is a global non-profit organization on a mission to end hunger and poverty in a sustainable way. Since 1944, Heifer International, through its work in 21 countries (in Africa, Asia, and the Americas), has supported more than 39 million people worldwide to end hunger and poverty sustainably, and millions more are now on a pathway to living incomes. Working with African rural communities for 48 years, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income. Heifer's foundation was built on the belief that ending hunger begins with giving people the means to feed themselves, generate income, and achieve sustainable livelihoods for their households. Heifer's global vision for 2020 - 2030 is to close the living income gap for an additional 10 million families. This vision is a focused approach for the African continent to support at least 6 million smallholder farmers in Africa to reach sustainable living income. As a part of this commitment, Heifer has expanded its presence in Africa to include Nigeria, to support at least two million households to achieve sustainable living income through (a) strategic private and public sector partnerships, (b) unlocking demand and market opportunities, (c) investing in priority value chains, and (d) leveraging innovation and emerging agricultural technologies to reach transformational scale. More information about Heifer is available at: www.heifer.org

Heifer Nigeria Country Program

Heifer International established its Nigeria Country Program in 2021, and its Signature Program for Nigeria, named "Naija Unlock," was designed and launched. Naija Unlock program aims to support the unlocking of the potential in Nigeria's agricultural sector to achieve food self-sufficiency by working with smallholder farmers and local value

chain actors to increase their productivity to meet local demand for food and raw materials while closing the living income gap for families in the rice, tomato, and poultry value chains, with plans to add cattle, and small ruminant value chains. Naija Unlock is an evidence-based Signature Program designed to close the living income gap of smallholder farmers at scale with permanence of impact. The goal is to assist more than one million households in achieving sustainable living income by 2025 and scale to two million households by 2030 through strategic private and public sector partnerships to (a) build the social capital of smallholder farmers, (b) unlock farmers' access to innovative financing, (c) unlock demand and market opportunities, (d) increase farmers access to mechanization and emerging agricultural innovations, and (e) increase farmers knowledge and adoption of climate-smart agricultural practices. Naija Unlock program activities are currently being implemented in five (5) states in Nigeria (Ogun, Edo, Nasarawa, Benue, and Lagos States) with plans to scale to other states with the potential to make an impact at a transformational scale.

III. Description of Expected Professional Services

a. Background:

AYuTe, which stands for Agriculture, Youth, and Technology, is an enterprise development program initiated by Heifer International to identify, nurture, and support innovative, relevant and technology-driven agric-centric enterprises to grow, scale and thrive.

Through a regional AYuTe competition, Heifer International awards up to US\$1.5 million each year to leading growth-stage agritech innovators across Africa. Building on this regional competition, Heifer country offices in Nigeria, Ethiopia, Kenya, Rwanda, Senegal and Uganda organizes national AYuTe competitions that award up to \$40,000 in each country to start-up stage agritech innovators.

The AYuTe Africa Challenge Nigeria is an opportunity to identify young, creative entrepreneurs who have launched promising tech solutions that can address systemic constraints limiting the productivity and income of smallholder farmers in Nigeria.

Like the regional competition, the AYuTe National Champions competition offers prize money, capacity building, and mentorship, helping translate the energy and ideas of young Nigerian agritech innovators into meaningful impact for smallholder farmers, growth of the agricultural sector, and the country's food security.

The FY25 edition of the AYuTe Africa Challenge Nigeria is coming to an end with a planned Grand Finale on May 13, 2025. We are soliciting an experienced event management company to create a remarkable experience at the event.

- b. Deliverables:** The expected deliverables of this request for proposal to design, brand and manage an agritech event are as follows:

Floor plan

Registration Booth/Entry:

- A futuristic exhibition-like booth that's well designed, alongside a photo wall with a uniquely crafted wallpaper
- A progression of pictures on an end-to-end panel (wall) or a screen showing agriculture from the past to present to the future

Experience Center

- Strategically placed artistic boards with pre-inscribed headings like: Where do you see Agriculture in 2030? The boards will have pens/markers that will allow guests to scribble their thoughts and sign off.
- Cube boxes placed strategically around the courtyard with inscriptions to be provided
- Immersive courtyard fully branded with branded panel boards enclosing the area – vendor-free to innovate

with the space

- A futuristic entrance to the experience centre leading up to the immersive experience centre, before the main hall entrance, with the theme of the event inscribed at the top
- Picture corners
- Big screens that will allow us to play a montage of Heifer videos, connected to Bluetooth wireless headphones that guests can take turns to wear and listen to the video
- Multipurpose screens
- Lightboxes
- Other props

Hall/Stage

- Tedtalk style big screen; 2 to 3 multimedia screens to be used
- Creative layout/design for the panel discussion that will seat 4 persons and one moderator
- Banquet sitting for 250 persons

Multimedia

- Live streaming of the event [link for viewers provided before event day]
- Live audiovisual broadcast/vision mixing of event in-hall
- Projection of all PowerPoint presentations
- Projection of grand finale graphics
- Full recording of the event [edited not to exceed 30 minutes]
- Highlights of the event [edited not to exceed 5 minutes]
- Two-minute post-event video trailer
- All raw shots
- Full lighting, including stage lights, ambient lights/spotlights across the entire space, including the interaction area
- Full branding of the entire space [including the entrance, walkway to the experience centre, and the main event hall]
- Entertainment interlude [cultural dance display/soft music]

The tentative venue is Ballrooms 3 and 4 at the Abuja Continental Hotel, Abuja. Any changes to the proposed venue will be communicated in due course.

IV. Application Process

Consulting Firm Submission Requirements: All interested firms will submit their organization's profile with the following information:

- **Technical proposal**
- **General information (not to exceed 2 pages)**
 - Organization overview highlighting related assignments completed with client name, contact person and mobile number.
 - Capacity statement.
 - Plan/Approach
 - Legal registration to work/operate in Nigeria.
- **Financial Proposal (in Naira)**
 - Itemized budget
 - Narrative explanations of line items

Interested firms legally eligible to implement this assignment in Nigeria must submit a proposal. Please include the name of the person in your organization negotiating the contract and your telephone and email contact information.



Submissions must be in English and typed single-spaced using Times New Roman font size 12, with a complete set of appendices/attachments as applicable. All pages must be numbered and include the SOW reference number on the cover page and the name of the organization at the bottom of each page.

The successful consulting firm will be required to produce the following documents before entering into an Independent Contractor Agreement (ICA) with Heifer:

- Certificate of Incorporation or Business Registration Certificate. (CAC)
- A Partnership Deed if you are running a partnership business.
- References for similar work done in the past.
- Tax Compliance Certificate- Tax Clearance Certificate (TCC)
- Physical location includes town, building, room number, and postal address.
- Trade reference and clientele list, including their respective contacts.

The technical and financial proposals should be submitted by **22nd April 2025 by 5:00 pm** WAT through mail to Procurement-ng@heifer.org. Please quote “**GRAND FINALE 2025 EVENT MANAGEMENT**” in the subject line. Written inquiries may be made and should be directed to the following email:

PROCUREMENT-NG@HEIFER.ORG

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

V. Selection Criteria

Submitted proposals must demonstrate alignment with the scope of work outlined above and with the appropriate level of detail. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost-effective. Proposals will be evaluated according to the following criteria:

Proposal evaluation focus	Percentage
Accuracy and relevance of the proposed technical approach and methodology	20%
Completeness of proposal according to the RFP (general information, floor plan, budget, firms’ expertise, etc.)	20%
Proven expertise to address project components	20%
Innovation and creativity	20%
Budget justification and costs realism	20%

The selection committee will evaluate the technical proposal based on the criteria listed above and the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

VI. Validity of Proposals

The submitted proposals remain open for acceptance for 14 days from the last date specified for receipt of the proposal. This includes but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

VII. Award Process and Contract Mechanism

No	Activity	Due date
1.	Proposal reception	22 nd April 2025

2.	Selection Committee review	28 th April 2025
3.	Notification of award	5 th May 2025
4.	Award agreement negotiation	6 th May 2025
5.	Signing award	6 th May 2025

Heifer will issue a fixed award agreement based on the submission and Heifer's acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

VIII. Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in preparing a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

IX. Intellectual Property

a. Ownership Generally.

Any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and Goods (collectively, the "Work Product") shall be the exclusive property of Heifer International. Upon request, the Contractor shall sign all documents and take all necessary actions to confirm or perfect Heifer's exclusive ownership of the Work Product.

b. Prior-Owned Intellectual Property.

Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, the Contractor shall retain ownership and hereby grants Heifer a permanent, nonexclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.