TERMS OF REFERENCE FOR EVENT MANAGEMENT, PR SUPPORT & FUNDRAISING DURING ANNUAL CHARITY GOLF EVENT

Introduction

SOS Children’s Villages Kenya (SOS CV KE) is a Non-Governmental Organization that fundraises through individual and corporate partnerships, project funding and assorted fundraising events. Regularly, the organization in partnership with like-minded institutions mobilizes corporates and individuals to participate in fundraising events to support an identified charitable cause.

At SOS CV Kenya, we believe that children need friends who can support them to achieve key milestones in life. We therefore plan to hold an annual Charity golf tournament to support the children access various learning and educational accessories and advance childcare work in Kenya.

The organization therefore seeks the services of an individual or group to provide support in event management to actualise the objective of the tournament.

Expected Deliverables

Deliverables

- Complete event plan clear with event marketing and execution strategy, fundraising targets at each stage.
- Sponsor solicitation, meet potential sponsors and secure their support
- Management of actual golf event, sponsors, service providers and prepare final event report

Scope of work

Integrated marketing and communication

- Be the principal event coordinator and act as a link between SOS Children’s villages and corporates/ Individuals participating in the event
- Support in identification of venue and negotiate for partnership package with service providers
- Support in design and roll out of an integrated marketing and communication strategy targeted at raising a total of Ksh 5M.
- Consolidate guest list and follow up invitees for commitment and registration
- Identify and establish connections for advertising, media, events and PR strategies for the brand to be marketed based upon SOS CV KE (the Client) briefs.
The Agency will provide creative, media, events, digital and PR proposals for campaigns as briefed by the client.

- Produce recommended media plans based upon the Client’s brief.

**Qualification Requirements**

- The agency should have a legal registration status and have been in existence for a minimum of three years
- Demonstrate experience in organising similar events for reputable clients.
- Demonstrate compliance to binding tax regulations
- Understanding of and willingness to sign and adhere to SOS CV Kenya’s data protection and child protection policies.

**Expression of Interest:**

In addition to satisfying the qualification requirements indicated above, interested firms should submit a proposal based on the Terms of Reference outlined above complete with:

- a) The methodology: this should describe your detailed understanding of the assignment and objective of the exercise and proposed approach towards achieving the objectives and deliverables set.
- b) A comprehensive work plan and delivery schedule with breakdown of actions to achieve the objectives/deliverables of the assignment.
- c) Firms legal registration docs: Copies of the firms’ registration certificate, tax compliance certificate and relevant professional certification.
- d) At least three reference letters from previous clients for similar consultancy services conducted with their contact information.
- e) Qualifications and experience of the proposed team to lead the assignment attach CV, Certificates and other testimonials
- f) Financial proposal

**Submission of Proposals/Quotations**

Proposals should be submitted by email to Nationaloffice.procurement@soskenya.org quoting "Promotion & Marketing Golf Tournament" on the subject line to be submitted not later than Thursday 4th February, 2021 1700 hrs.