



**REQUEST FOR PROPOSAL (RFP)**

**Eligible to Registered Firms Only  
(Not Individuals)**

**TENDER REF: MESPT-COMMS-I0060-2026**

**TERMS OF REFERENCE (TOR)**

**A PRODUCTION FIRM TO COVER THE 2026 -2030 MESPT STRATEGIC PLAN  
LAUNCH EVENT**

**Bid Closing/Opening Date: 2<sup>nd</sup> April 2026**

**Bid Opening Time: 12:00 AM East Africa Time**

**Issue Date: 25<sup>th</sup> March 2026.**

## Contents

<b>1. BACKGROUND</b> .....	<b>3</b>
<b>2. Objective of the Assignment</b> .....	<b>3</b>
• Capture high-quality visual content (photo and video) of the Strategic Plan Launch.....	<b>3</b>
• Produce a compelling highlight video that communicates the essence, energy, and key messages of the event. ....	<b>3</b>
• Generate visual assets for post-event communication, reporting, and digital platforms.....	<b>3</b>
<b>3. Scope of Work</b> .....	<b>4</b>
<b>4. Deliverables</b> .....	<b>4</b>
<b>5. Duration of the Assignment</b> .....	<b>5</b>
• The assignment will run from contract signing to post-event delivery. ....	<b>5</b>
• Event date: 15th April 2026 .....	<b>5</b>
• Final edited outputs to be delivered within 3–5 working days after the event.....	<b>5</b>
<b>6. Required Qualifications and Experience</b> .....	<b>5</b>
<b>7. Proposal Requirements</b> .....	<b>5</b>
<b>8. Reporting and Supervision</b> .....	<b>6</b>
<b>9. Confidentiality</b> .....	<b>6</b>
<b>10. Ownership and Usage Rights</b> .....	<b>6</b>
<b>11. Application Process</b> .....	<b>6</b>
<b>PART III: EVALUATION AND QUALIFICATION CRITERIA</b> .....	<b>6</b>
<b>Stage 1: Preliminary/Mandatory Evaluation</b> .....	<b>6</b>
<b>Stage 2: Technical Evaluation</b> .....	<b>7</b>
<b>Technical Criteria</b> .....	<b>7</b>
<b>Stage 3: Financial Evaluation</b> .....	<b>7</b>
<b>Stage 4: Due Diligence Exercise</b> .....	<b>7</b>



## **TERMS OF REFERENCE (TOR) FOR A PRODUCTION FIRM TO COVER THE 2026 -2030 MESPT STRATEGIC PLAN LAUNCH EVENT**

### **1. BACKGROUND**

Micro Enterprises Support Programme Trust (MESPT) is a development organization that was established in 2002 by the government of Kenya and DANIDA. The main goal of the Trust is to promote economic growth, employment creation and poverty alleviation through the provision of credit to financial intermediaries and through the development of agricultural value chains and market systems which is underpinned by the principles of sustainable natural resource management (green growth). MESPT has implemented its mandate through two core functions; programmatic operations and credit function. Programmatic operations have largely focussed on value chain and market systems development while credit function has been geared towards the wholesale lending with a focus on creating financial inclusion in value chain development.

MESPT has successfully concluded the implementation of its five-year Strategic Plan (2021–2025), which focused on Agri-Enterprise Development, Financial Inclusion, Agricultural Productivity and Food Safety, and Green Transformation for Micro, Small, and Medium Enterprises (MSMEs). During this period, MESPT supported 72,643 farmers who collectively produced 166,012 metric tons of agricultural produce valued at KES 6.81 billion at farm-gate prices. The programme facilitated the creation of 2,768 decent and casual jobs, with youth accounting for 53% of the positions. MESPT's loan portfolio grew to KES 2 billion, benefiting 41,350 value chain actors, 67% of whom were women and 25% youth thereby strengthening inclusive access to finance. Additionally, food safety and climate adaptation initiatives reached 62,012 farmers, including 23,344 who received targeted training. Overall, the organization achieved an 81% implementation rate of its Strategic Plan, demonstrating strong delivery and measurable impact across all the focus areas.

As MESPT concludes its 2021–2025 Strategic Plan and transitions into its 2026–2030 Strategic Plan, the Trust intends to host a high-level launch event on **15<sup>th</sup> April 2026**. The event will convene donors, development partners, government representatives, private sector actors, financial institutions, consortium partners, and beneficiaries.

To ensure high-quality documentation and visibility of this milestone, MESPT seeks to engage a professional production company to provide videography and photography services during the launch.

### **2. Objective of the Assignment**

The overall objective of this assignment is to:

- Capture high-quality visual content (photo and video) of the Strategic Plan Launch.
- Produce a compelling highlight video that communicates the essence, energy, and key messages of the event.
- Generate visual assets for post-event communication, reporting, and digital platforms.

### 3. Scope of Work

The firm selected shall undertake the following:

#### A. Event Photography

The selected production company shall undertake the following:

The firm shall:

- Capture high-resolution photographs covering:
  - Key moments (arrival, networking, speeches, unveiling)
  - VIPs, partners, and stakeholders
  - Audience engagement and interactions
  - Branding elements (venue setup, booths, materials)
- Ensure a mix of:
  - Candid shots
  - Formal portraits
  - Wide-angle event coverage
- Provide on-site quick selection of images for sharing on social media real-time

#### B. Event Videography

The firm shall:

- Conceptualize and produce:
  - A 2–4-minute highlight video capturing key moments of the launch
- Include:
  - Branded intro and outro
  - Key messages and soundbites
  - Audience engagement moments
  - High-energy transitions and storytelling

#### C. Deliver versions suitable for social media and YouTube

### 4. Deliverables

The firm shall deliver:

- A curated selection of high-resolution edited photographs (minimum 500 photos)
- A 2–4 minute highlight video
- Short social media video clips
- Edited content delivered within 3–5 working days post-event

## 5. Duration of the Assignment

- The assignment will run from contract signing to post-event delivery.
- Event date: 15th April 2026
- Final edited outputs to be delivered within 3–5 working days after the event.

## 6. Required Qualifications and Experience

The firm must demonstrate:

- Proven experience in event videography and photography for high-level events
- At least 3–5 years of experience in production services
- Strong portfolio showcasing:
  - Corporate events
  - Conferences or high-level stakeholder engagements
- Access to professional equipment (cameras, lighting, audio, editing software)
- Strong storytelling and editing capability
- Ability to deliver high-quality outputs within tight timelines

## 7. Proposal Requirements

Interested firms shall submit:

- i. Technical Proposal including:
  - Understanding of the assignment.
  - Proposed approach and methodology.
  - Portfolio of similar work
  - Team composition and equipment to be used
  - Work plan and timelines
- ii. Financial Proposal including:
  - Itemized budget for:
    - Photography services
    - Videography services
    - Video editing and production
    - Any additional engagement elements



## 8. Reporting and Supervision

The selected firm will report to the Corporate Communications Team and work closely with designated focal persons for approvals, coordination, and feedback

## 9. Confidentiality

All content captured, including images, videos, and raw materials, shall remain the property of MESPT and shall not be used or shared without prior written consent.

## 10. Ownership and Usage Rights

- MESPT shall retain full ownership and usage rights of all produced content.
- The production company may only use the material for portfolio purposes with prior written approval.

## 11. Application Process

Interested applicants should send their proposals with CVs, previous work and a cover letter explaining how their experience addresses the requirements of the trust to the email address [tender@mespt.org](mailto:tender@mespt.org) on or before **2<sup>nd</sup> April 2026, 1200 noon**.

All clarifications should be sent to [procurement@mespt.org](mailto:procurement@mespt.org) and shall be accessible from this link: [MESPT-COMMS-10060-2026](https://mespt-comms-10060-2026)

## 12. CONDITIONS

- i. MESPT reserves the right to accept or reject any proposal.
- ii. Any canvassing will lead to automatic cancellation of the submitted proposal

## PART III: EVALUATION AND QUALIFICATION CRITERIA

### Stage 1: Preliminary/Mandatory Evaluation

The following criteria shall apply for the preliminary/mandatory evaluation. Failure to meet the requirements of the preliminary/mandatory evaluation shall lead to disqualification from the rest of the bidding process.

1. Must submit a duly filled serialized Technical Proposal.



2. Must submit a duly filled Financial Proposal (protected with a password).
3. Must submit a current and valid Tax Compliance Certificate issued by the Kenya Revenue Authority.
4. Must submit copies of the Identification Card (ID) or passports of the proposed consultants.

## Stage 2: Technical Evaluation

The following criteria shall apply for the technical evaluation. Failure to meet the requirements of the technical evaluation shall lead to disqualification from the rest of the bidding process.

**Below is the proposed breakdown of the technical evaluation criteria**

### Technical Criteria

Proposals shall be evaluated based on:

Criteria	Score
Understanding of the assignment	10
Quality of portfolio	20
Technical approach and creativity	20
Experience of firm/team	20
Capacity to deliver within timelines	10
Total	80 Points

The minimum technical score (St) required to pass is: 60 points.

## Stage 3: Financial Evaluation

The financials shall carry a total of 20points. The formula to be used will be: lowest bid/bid price\*20.

## Stage 4: Due Diligence Exercise

This stage shall involve confirmation and verification of the requirements and evidence submitted in Stage 1 and Stage 2, e.g. confirmation of previous client references/assignments, confirming the validity of mandatory documents, e.t.c. All the processes that shall be involved in the due diligence exercise shall be stated here.

***Bidders shall indicate three similar/relevant assignments undertaken in the last 5 years, with the contact person's details, email address, and phone number***



**Criteria Award**

The firm selection method is: Quality & Cost Based Selection Method (QCBS)