



**Terms of Reference
RFP/24/010/RBAP/PSP
Request for Proposal for Event Organizing Services for
UNHCR Private Sector Partnerships in Thailand**

Table of Contents

1	Introduction	3
1.1	Background	3
1.2	Statement of Purpose & Objectives.....	3
1.3	Pre-selection criteria applicable for service lots 1,2 &3	4
2	Requirements	6
2.1	Core requirements	6
2.2	Service requirements for each Lot	6
2.3	UNHCR Responsibilities	8
3	Content of the proposal and technical evaluation.....	9
3.1	Vendor Registration Form.....	9
4	Financial Evaluation.....	10
4.1	Production of event assets	10
5	Key Performance Indicators	11
5.1	Performance Evaluation.....	11

1 Introduction

1.1 Background

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 103 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 18,000 personnel in 137 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam, and Myanmar since the 1970's.

There are currently some 96,224 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 40 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women, and people with disabilities whose voice are seldom heard.

Private Sector Partnerships Service (PSP)

The primary purpose of the Private Sector Partnership Service (PSP), UNHCR Thailand is to generate income from individual donors, corporates, and foundations, in order to support UNHCR activities worldwide. PSP activities in Thailand include two different main programmes: Individual Giving (IG), raising money from individuals both regular and one-off donation, and Private Philanthropy (PPH) seeking support from companies, foundations, small and medium sized enterprises (SMEs) and High Net-Worth individuals.

UNHCR began diversifying our acquisition activity across a wider range of channels. One of the most effective public engagement channel to raise the awareness and sustain a pipeline of financial support for refugees, forcibly displaced and stateless people is Face-to-Face (F2F) fundraising programme. This programme has been implemented since May 2008 as part of a global UNHCR strategy of awareness raising and increasing private sector funding.

Every year, the F2F programme has acquired thousands of committed donors who are capable of giving for the long term. One of key successes of F2F programme is having eye-catching and creative fundraising booths at high quality locations to allow F2F teams to acquire the committed donors. Therefore, PSP seeks event organizer to support in organizing construction and logistic arrangement to ensure that F2F fundraising booths are well constructed, donor-friendly, and attractive to Thai people.

More information about us can be found on UNHCR globally; www.unhcr.org and about UNHCR Thailand www.unhcr.org/th

1.2 Statement of Purpose & Objectives

The Private Sector Partnerships (PSP) of UNHCR Thailand is looking for suppliers with qualified agency/ies that can design, set up and organize events of varied scales for a Long-Term Agreement (LTA). Each event is aimed to strengthen UNHCR's brand recognition among new

audiences, acquire new donors, foster loyalty among its current supporter base, and create a journey that leaves an impact in the minds of all attendees.

- LOT 1: Face-to-Face booth events.
- LOT 2: Awareness raising activities, small-medium fundraising events, and press conferences.
- LOT 3: Networking and large Fundraising Events

The service contract phase is planned tentatively from 1 June 2024 - 31 May 2027, covering the following objectives:

- Planning – Map out target audience centric strategy with full logistic complement.
- Production and Construction – Organize production and construction that align with UNHCR’s brand and event objectives.
- Execution – Create a dynamic event and/or brand experience that leaves a lasting positive impression.

The contract is awarded for one year, further extendable for two times one year, subject to satisfactory performance, in total a 3-year agreement.

Companies can submit a proposal for each lot (Lot 1, Lot 2 and Lot 3), with a separate proposal per lot. It is not mandatory to send an offer for all services. The evaluation of the different lots will be carried out separately. Please make sure that all requirements per lot are included in your proposal. Please also clearly indicate the services/lots you are bidding on to ease the evaluation process.

Budget allocation cannot be revealed by UNHCR at this point of time but will be disclosed to the chosen supplier after the RFP.

The selected provider will maintain the proposed fees for the duration of the contract. The service providers’ performance will be monitored on monthly basis as per agreed KPIs.

The activity list can be found in this ToR. Please refer to Annex I for detailed description and specifics of all activities.

1.3 Pre-selection criteria applicable for service lots 1,2 &3

Your company must be compliant with all the following pre-selection criteria to participate at this bidding, please note if you fail to submit the below documents in your offer will result in disqualification:

Pre-selection criteria	Documents, information to be provided to establish compliance with the set criteria
Your company must be based in Thailand and be eligible to provide service in Thailand	Company registration certificate to be submitted and UNHCR Vendor Registration Form (Annex F) is to be filled out.*
Compliance with UNHCR general terms and conditions	Please acknowledge UNHCR general terms and conditions (Annex E).
Compliance with data protection	Please acknowledge UNHCR data protection clause (Annex D).

**Note: in case your company is a registered PO-supplier for UNHCR Thailand (i.e., UNHCR has sent already purchase orders for local service provision or having a signed frame agreement in place), no need to submit company registration certificate and vendor registration form, unless any information has changed and needs to be updated.*

2 Requirements

2.1 Core requirements

2.1.1 Project Management

- The appointed service providers will be expected to manage end-to-end production needs of events scheduled during the contract period including but not limited to coordination, technical assistance and engaging with sub-contractors.
- Develop a comprehensive event organization plan based on UNHCR Thailand's event calendar for 1 June 2024 - 31 May 2027.
- Remark: UNHCR will be responsible for venue rental cost and guest invitations.
- Please refer to Annex I for further descriptions of the required booths

2.1.2 Production of event assets

- Work with UNHCR Thailand's project manager to produce relevant assets such as Roll up, standee, backdrop, counter, chair, and stage to support the promotion of activities including videos content if needed.

2.2 Service requirements for each Lot

2.2.1 LOT 1: Face-to-Face fundraising booth

Minimum service including:

- Designing and printing of key visual, promotional materials, backdrop, signage, stage, decoration, and other material required.
- Floor plan designing, arrangement and venue decoration.
- Coordinate logistics, transportation arrangements and storage service.

Type of event booth	Description	Size of Location	Amount of event	Duration/ event	Tentative event period
Large F2F Fundraising Booth	To provide organizing services for Architecture Expo, and special activities at extra-large shopping malls or locations.	10m x 10m	7 events	7 days	Jan, Feb, Apr, Jun, Sep, Oct, Dec
Medium F2F Fundraising Booth	To provide organizing services for Motor Expo, Bann Lae Suan Fair, and special activities at large shopping malls.	5m x 5m	10 events	7 days	Feb(2), Jun(2), Sep, Oct, Dec

Small F2F Fundraising Booth	To provide organizing services for F2F special activities at hospitals, open spaces, community and shopping malls.	3m x 3m	3 events	7 days	Mar,Jul,Nov
-----------------------------	--	---------	----------	--------	-------------

2.2.2 LOT 2: Awareness raising activities, small-medium fundraising events, and press conferences.

Minimum service including:

- Designing and printing of key visual, promotional materials, backdrop, signage, stage, decoration, and other material required.
- Floor plan designing, arrangement and venue decoration.
- Designing and responsible for lighting and sound system.
- Queue running and stage team.
- Live stream service, video interview, video editing and photographer.

Type of event	Description	Amount of event	Duration/ event	Tentative event dates
Press conference events	Provide organizing service for press briefing and conference events	3-5 events/year	1 day	quarterly
Small fundraising activities with influencers or donors	Provide organizing service for small fundraising activities with influencers, high profile supporters and donors	3-5 events/year	1 day	Mar,Jun,Aug

2.2.3 LOT 3: Networking and Large Fundraising Events

Minimum service including:

- Conceptualize and design bespoke events tailored to the preferences and expectations of our middle and high net worth individual donors.
- Designing and printing of key visual, promotional materials, backdrop, signage, stage, decoration, and other material required.
- Floor plan designing, arrangement and venue decoration.
- Designing and responsible for lighting and sound system.
- Queue running and stage team.
- Live stream service, video interview, video editing and photographer.

Type of event	Description	Amount of event	Duration/ event	Tentative event dates
Networking and Large Fundraising events	Running or donation matching event	1-2 events/year	1 day	Q3
	Art exhibition, auction and workshop		3-7 days	Q3
	Fundraising concert		1 day	Q2
	Dinner, Luncheon and Gala events	2-3 events/year	1 day	Q2-Q4

The Standard requirements:

- Bring significant knowledge and experience of developing successful public engagement events and have developed a sector-leading reputation for these initiatives.
- Coordinate logistics, including venue inspection, transportation arrangements, catering, entertainment, and accommodations.
- Oversee event timelines and schedules, ensuring all aspects of the event are executed flawlessly and according to plan.
- Collaborate with vendors, venues, and suppliers to ensure seamless execution of events, maintaining the highest standards of quality and service.
- Have a proven track record of delivering successful campaigns and events.
- Have relevant experience of working with non-profit events.
- Have experience in conceiving of and producing offline/online assets to back up a creative idea.
- Be able to work closely with staff of PSP Thailand and with key stakeholders across the UNHCR network in a collaborative and creative working environment.

Additional note: The budget allocated may vary and is subject to UNHCR’s confirmation and detail activities. The budget will be confirmed through a specific “Statement of Work” (SOW) of each agency and corresponding purchase order (PO).

2.3 UNHCR Responsibilities

UNHCR is responsible for:

- Working with the selected agency/ies to develop a full project brief.
 - Preparing Statement of Work and identifying requirements, timelines, and budgets for each event
 - Providing event briefs for the services requested including objectives, target audiences, and tonality required.
 - Providing existing creative communication assets to be adapted to event as needed
-

3 Content of the proposal and technical evaluation

The company is required to propose the event strategy, cost breakdown and implementation plan by each activity throughout the period.

Please submit the necessary information in your technical proposal to establish compliance with the eligibility criteria below. **Please fill out Annex B technical response form to submit with your proposal.**

The overall evaluation is based on a 100 points scale. The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution; **60% (i.e., max 60 points)** from the total score.

1. Company Qualifications (30)	Documents, information to be provided to establish compliance with the set criteria
Campaign and event management experience (Project based) (20)	Proven track record of delivering 10 successful campaigns and events in the past 3 years. Scores will be given based on the number of relevant projects.
Charity experience (10)	Please provide details of experience working with charities, NGO or non-profit organizations. At least 1 number of clients (current and/or previous) in the non-profit sector.
2. Proposed services (20)	Documents, information to be provided to establish compliance with the set criteria
Compliance with the services required under each Lot (2.2) (20) (Please list details for each LOT that you are submitting for)	Comprehensive proposal presented including all services listed under point 2.2., outlining your company's experience and strategy to fulfil requirements; please outline ability/capacity to provide event organizing services.
3. Personnel qualifications (10)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project.	Experience of core people who will work on UNHCR project, including experience with similar projects. Please also provide a brief Curriculum Vitae (CV) of the core staff to work on the project. Please note two years of relevant experience will be scored during the technical evaluation.

The minimum passing score of the evaluation is 45 out of 60; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

3.1 Vendor Registration Form

If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (**Annex D**).

4 Financial Evaluation

The financial component is 40% (i.e., 40 points) of the total score. The maximum number of points (40) will be allocated to the lowest price offer. All other offers will receive points in inverse proportion to the lowest price.

Important notes: Only Annex C will be accepted for confirming your fees.

UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes. Please use single currency (THB) to provide your fee structure and sum-up the total cost for the Services. Please fill in, sign and company stamp of the Financial Quotation (**Annex C**) for your price proposal.

Your Financial Quotation must be all-inclusive, meaning that no further cost will be absorbed by UNHCR in case of selection.

The Financial Quotation (**Annex C**) and only this document will be evaluated based on the lowest total pricing offered.

UNHCR shall pay the vendor(s) within 30 days after satisfied completion of service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

4.1 *Production of event assets*

Please find hereunder the technical features to help to prepare in your proposal:

- The booth design is very crucial to the success of our campaigns, the standard booth size that we use is as per Annex F.
 - The quality of the material is very important especially that we reuse the stands in different occasions.
 - The material should be of high quality, options other than wooden stands are very welcomed.
 - Technology incorporation is encouraged in addition to creative mockups.
-

5 Key Performance Indicators

5.1 Performance Evaluation

UNHCR expects to monitor the performance of the selected supplier after each event the following KPIs:

Event Production Quality	Logistic requirements adequately met with no delays
Programme Execution	Technical Support, Direction
Management of UNHCR's location providers, Speakers and other talents	Professional, courteous, and discreet