

# **Echo Network Africa (ENA)**

## **Valentine's Day Themed Event**

**at the Jennifer Riria Hub.**

***Terms of Reference***

***January 2023***

## 1. Background

The Jennifer Riria Hub is an ultra-modern, state of the art facility developed by Echo Network Africa. Its design is inspired by the strength, character, and gait of the African woman. The hub is located at the heart of Nakuru City at the junction of Tom Mboya and Kipchoge Keino road. It's strategically positioned to provide a serene environment for its clientele. The hub is the perfect and hustle free place for shopping, business, dining, banking and hosting indoor and outdoor events. Key features include a good access road, 24 hours CCTV surveillance, ample parking spaces, sufficient water supply, lift access to all floors, easy access and exit to the mall, and ample clean sanitary facilities.

The anchoring pillar of the Jennifer Riria Hub is the Family. In order to increase the visitor count, tenant revenue and enhance the visibility of the Hub, a **Valentines Day** themed event is scheduled for **February 14<sup>th</sup> 2023**. Proposed Activities such as an evening dinner or gala with live entertainment will be incorporated into the themed day or any other ideas that may be guided by the event organizer.

## 2. Objectives and Scope of Work.

ENA would like to engage an event organizer to plan the Valentines Day themed event with the Objective;

1. To enhance brand visibility for the Jennifer Riria Hub
2. To uphold and strengthen mutual relations between the Hub and her stakeholders
3. Increase tenant space take-up and foot flow at the Hub

### Scope of Work

- a) Market the Valentine's Day Themed event
- b) Providing a Valentine Day themed Package
- c) Sourcing of vendors to showcase their products inclusive of Food and beverage
- d) Providing Music and Entertainment

3. Any other relevant matter not listed above inclusive of modern-day set up

4. Strict Deliverables

- a) Vendors inclusive of Food and Beverage Vendors
- b) Number of visitors attending the Valentine's Day themed event
- c) Music and Entertainment
- d) Modern set-up space

## 5. Methodology and duration

The Valentine's Day themed event will be held at Jennifer Riria Hub, on Valentine's Day from 6 p.m.

## **Budget**

To facilitate the delivery of the aforementioned outputs, the fees for the event organizer will be based on ENA's policies and regulations.

- 50% payable on signing of the contract
- 50% upon full completion of the assignment

## **6. Organization Obligations**

- ENA will provide venue for the event

## **7. Event Organizer Obligations**

- Event Organizer will provide 100% logistics to ensure the success of the event.

## **8. Desired Qualifications of the Event Organizer**

The following key competencies are required for the Lead event organizer

- At least two years of experience planning events
- Proven track record of past event-organizing success
- Flexibility
- Creativity

## **9. Submission**

Qualified event organizers to submit their bids with the following details:

- i. Proposed Financial proposal to be submitted in KES and not any other currency. The financial proposal should also include proposed entrance fee, NEMA, MCSK and County permits.
- ii. If applying as a firm, the event organizer must provide a Certificate of Incorporation/Business Registration and a valid tax compliance certificate.
- iii. The firm/individual event organizer shall not be sanctioned or blacklisted by any government or institution.
- iv. Professional references: Please provide at least 3 references from your previous clients and full contact details of the referees.

## **10. Timelines**

Interested persons are encouraged to apply and forward their proposals to [procurement@enafrica.org](mailto:procurement@enafrica.org) on or before **Tuesday 24<sup>th</sup> January 2023**. ENA shall use her procurement procures and processes to guide the selection of all interested vendors.