TERMS OF REFERENCE

Service Provider for Event Management, Branding, Communications and Promotion

Assignment information	Details
Assignment	16 Days of Activism against Gender-Based Violence 2026
Campaign period	24 November–10 December 2026
Proposed campaign launch	24 November 2026
Proposed campaign theme	"Ensure Justice. Protect Survivors. End Impunity."
Proposal submission deadline	08 November 2026
Submission email	procurement@manusher.org

1. Background

Manusher Jonno Foundation (MJF), through its implementing projects NAGORIC, SWADHINATA, CREA and RWVLB, will organize the observance of the 16 Days of Activism against Gender-Based Violence 2026. The campaign will run from 25 November to 10 December 2026, with a proposed campaign launch on 24 November 2026. The proposed theme is "Ensure Justice. Protect Survivors. End Impunity."

The campaign will bring together civil society organizations, women's rights activists, young people, community leaders, educational institutions, media representatives and other relevant stakeholders. It aims to raise public awareness, promote access to justice, strengthen survivor-centred responses and demand accountability for gender-based violence.

To ensure professional event delivery, meaningful public engagement, high-quality branding and visibility for this integrated campaign, MJF seeks to engage an experienced consultant or firm with expertise in event management, branding, communications and promotion.

2. Overall Objective of the Assignment

The overall objective is to provide end-to-end strategic, creative, technical and logistical support for event branding, communications, public engagement, promotion and event management to position the 16 Days of Activism campaign as a highly visible, engaging and impactful platform.

2.1 Specific Objectives

- Develop and implement a cohesive visual identity and branding approach for the campaign and its key events.
- Plan and deliver professional, accessible and well-coordinated kick-off and closing events.
- Support the organization and delivery of university debates at two participating campuses.
- Strengthen campaign visibility through digital content, media engagement, promotional materials and on-site branding.
- Facilitate inclusive participation and public engagement through appropriate accessibility and interpretation arrangements.
- Document key activities and prepare post-event communication materials and a final event report.

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3. Events, Dates and Locations

Event	Date	Location/coverage
Kick-off event	24 November 2026	Multipurpose hall in Dhaka Megacity; approximately 150 participants; disability-accessible venue
University debates	26 November–5 December 2026	Any two of the participating campuses: North South University, BRAC University, AIUB or East West University or Similar Category
Closing event	10 December 2026	Multipurpose hall in Dhaka Megacity; approximately 150 participants; disability-accessible venue

4. Scope of Work

The Service Provider will work closely with MJF and the participating project teams. The assignment will include the following areas of responsibility, in line with the required services and materials set out in Annex 1.

4.1 Strategic planning and coordination

- Prepare an integrated event implementation plan, production schedule and coordination arrangements for the kick-off event, university debates and closing event.
- Coordinate with MJF, participating project teams, venues, university authorities, debating societies, suppliers and service providers.
- Secure and coordinate venue-related arrangements and campus permissions, as applicable.

4.2 Campaign branding and creative development

- Develop the campaign event identity, mnemonic and creative artwork, including backdrop and promotional designs.
- Ensure consistent application of the approved campaign identity across event venues, printed materials, digital creatives and participant materials.
- The campaign mnemonic/identity should be developed with an illustrator and must not be AI-generated.

4.3 Event production and venue management

- Manage venue setup, stage and backdrop production, banners, standees, photo points, cut-outs, directional indicators, LED screens, sound systems and other production requirements.
- Arrange event-day technical support, including PA systems, microphones, operators and interpretation equipment.
- Coordinate cultural programme elements in line with the campaign theme and event discussions.

4.4 Communications, promotion and public engagement

- Prepare and coordinate campaign-related digital creatives and promotional materials using content provided or approved by MJF.
- Support media visibility, stakeholder promotion and public engagement activities around the campaign events.

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- Coordinate event photography/videography and produce edited event footage, including a short event highlight/glimpse video.

4.5 Inclusion and accessibility

- Ensure the selected Dhaka venues are disability-accessible.
- Arrange sign-language and English-language interpretation, including the required interpretation equipment and setup.
- Coordinate event materials and participant arrangements to support inclusive participation.

4.6 Participant management and event logistics

- Coordinate participant materials, branded apparel or accessories, food/refreshments, certificates, awards and other event-specific items listed in Annex 1.
- Manage supplier coordination, delivery schedules, setup, event-day operations and post-event dismantling, as required.

4.7 Documentation and reporting

- Provide processed video coverage of the events, including a short highlight video and full-event recording as specified.
- Submit a final event report and post-event communications after completion of the campaign activities.
- The detailed format and submission date for the final report should be agreed with MJF during onboarding.

5. Duration of the Assignment

The assignment is expected to commence following the onboarding of the selected Service Provider and continue through the 16 Days of Activism campaign, until submission of the final event report and post-event communications.

6. Required Qualifications and Experience

6.1 Organizational experience

- At least five years of experience in event management, branding and communications.
- Demonstrated experience managing large-scale festivals, expos, conferences or public campaigns.
- Experience working with international NGOs, development agencies, government entities or the corporate sector.
- A strong professional network involving media, creative agencies, production houses and digital influencers.

6.2 Technical capacity

The Service Provider should demonstrate expertise in the following areas:

- Event branding and venue design
- Event production and logistics coordination
- Social media marketing and digital campaigns
- Creative writing and graphic design
- Media relations and stakeholder communications
- Sponsorship visibility management

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7. Reporting and Coordination

The Service Provider will report directly to Wasiur Rahman Tonmoy, LEAD – Youth & Social Cohesion, Manusher Jonno Foundation (MJF).

Contact person	Details
Name and designation	Wasiur Rahman Tonmoy, LEAD – Youth & Social Cohesion
Email	tonmoy@manusher.org
Contact number	01716451457

8. Financial Proposal and Budget

The financial proposal must provide a detailed budget for the tasks, services and materials required under this ToR, preferably in a clear itemized format. A summary of the budget must also be included on the front page of the technical proposal. Bidders should use Annex 1 as the basis for preparing their quotations.

9. Proposal Evaluation Criteria

Evaluation criterion	Weight
Understanding of ToR and relevant experience	30%
Proposed methodology	20%
Team composition and expertise	20%
Financial proposal	30%
Total	100%

Annex 1. Summary of Required Services and Materials

The following list sets out the required services and materials. Bidders should refer to these specifications when preparing their technical and financial proposals. Quantities and specifications should be read together with any clarifications issued by MJF.

A. Kick-off Event – 24 November 2026

Item	Specification	Quantity
Digital creatives and campaign mnemonic	Event identity, mnemonic and backdrop artwork; mnemonic to be developed with an illustrator, not AI.	1 set
Multipurpose hall rental	Within Dhaka Megacity; capacity for 150 participants; disability-accessible.	1
Main backdrop banner	Wooden-frame backdrop for the middle of the hall; typically, 18 × 10 ft or larger depending on venue.	1
Standee, photo booth and cut-out	Standee: 4 × 8 ft; photo booth: 6 × 10 ft; cut-out in front of booth: 3 × 5 ft; all designed and branded.	7 pieces (as listed)
X-banners	2 × 5 ft, with design.	5
Directional indicators	2 × 4 ft or 2 × 5 ft, with design.	2

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LED screens	Large LED walls displaying campaign visuals and videos on both sides of the static banner as wings.	2
Sound system	PA system, cordless microphones and operator.	1 set
Cultural event	Programme based on the campaign theme and event discussion (Dance)	1
Videography	Professional videographer/team with three cameras and panel; provide short clips and full-event recording, plus processed event highlight video.	1 team
Food for participants - Take-away	Main: Fried Rice (Basmati / Thai Special), Szechuan / Grilled Chicken Quarter, Beef Chilli Onion / Beef Kala Bhuna Portion, Mixed Vegetable Wok / Vegetable Salad Dessert: Caramel Custard or Chocolate Mousse Beverage & Extras: Soft Drink (250 ml), Mineral Water (500 ml), Tissue, Wet Wipe & Cutlery	150
Uttariya and participant materials	Branded uttariya and materials.	170 sets
Sign-language interpreter	Interpreter for the event.	1
English-language interpreter	Interpreter for the event.	1
Interpretation equipment	Equipment setup for six or more users.	1 set
One-pagers	Six separate A5 one-pagers; design required; content will be provided by MJF.	500 copies each (3,000 total)

B. Closing Event – 10 December 2026

Item	Specification	Quantity
Digital creatives and campaign mnemonic	Use the same campaign mnemonic as the kick-off event; include event identity and backdrop artwork.	1 set
Multipurpose hall rental	Within Dhaka Megacity; capacity for 150 participants; disability-accessible.	1
Main backdrop banner	Wooden-frame backdrop; typically, 18 × 10 ft or larger depending on venue.	1
Standee, photo booth and cut-out	Standee: 4 × 8 ft; photo booth: 6 × 10 ft (slightly larger if required); cut-out: 3 × 5 ft; all designed and branded.	7 pieces (as listed)
X-banners	2 × 5 ft, with design.	5
Directional indicators	2 × 4 ft or 2 × 5 ft, with design.	2
LED screens	Large LED walls displaying campaign visuals and videos on both sides of the static banner as wings.	2
Sound system	PA system, cordless microphones and operator.	1 set
Cultural event	Programme based on the campaign theme and event discussion.	1

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Videography	Professional videographer/team with three cameras and panel; provide short clips and full-event recording, plus processed event highlight video.	1 team
Food for participants- Take Away	Shahi Mutton Kacchi Biryani (with Tender Mutton & Potato), Chicken Roast (Quarter) or Jali Kabab (1 Pc), Borhani / Laban (250 ml bottled) Salad: Mixed Cucumber, Carrot, Green Chili & Onion Salad Dessert: Shahi Phirni or Zafrani Shahi Tukda (in sealed container) Beverage & Extras: Mineral Water (500 ml), Tissue, Wet Wipe, Toothpick & Premium Cutlery	150
Uttariya and participant materials	Branded uttariya and materials.	170 sets
Sign-language interpreter	Interpreter for the event.	1
English-language interpreter	Interpreter for the event.	1
Interpretation equipment	Equipment setup for six users.	1 set

C. University Debates – Any Two Participating Campuses

Participating campuses may include North South University, BRAC University, AIUB or East West University. The assignment will cover any two campuses. Quantities below are per campus.

Item	Specification	Quantity per campus
Campus coordination and permissions	Approvals, liaison with debating society and logistics.	1
Auditorium/hall support	Seating, power and stage setup.	1
Stage backdrop banner	Size based on university venue; not more than 16 × 10 ft.	1
X-banners	2 × 5 ft, for entry and photo points; with design.	3
Sound system and microphones	PA system, debate microphones and operator.	1 set
Refreshments	Club Sandwich (2 triangles) or Chicken Burger (Mini/Standard), Crispy Fried Chicken Drumstick / Chicken Cutlet (1 Pc), Chocolate Brownie / Donut / Éclair (1 Pc) Fruit: Apple or Banana (Fresh) Beverage: tetra pack Juice (200 ml) or Cold Coffee / Soft Drink + Mineral Water (500 ml)	50 persons
T-shirts	Printed cotton T-shirts with campaign branding; non-synthetic fabric.	50
Notepads	Branded A5 diaries.	50
Pens	Branded pens.	50
Medals	For winning and runner-up teams: three debaters per team.	6
Certificates	For debaters, judges, moderator and organizers.	30
Champion team trophy	One trophy per debate.	1
Best speaker trophy	One trophy per debate.	1
Gifts for judges	For three judges per debate.	3

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10. General Terms and Conditions

- Applicants must submit the following legal and financial documents with their proposals: (i) updated Trade Licence; (ii) TIN Certificate; (iii) BIN Certificate; (iv) income tax deposit slip for the last fiscal year; and (v) bank information, including branch name, account name, account number and routing number. Failure to submit any required document will result in disqualification.
- The payment shall be made in the name of the Service Provider through an Account Payee cheque or bank transfer upon successful completion of the assignment and submission of a valid invoice along with all other required supporting documents.
- VAT & Tax will be deducted as per govt rules.
- The Service Provider must review and incorporate MJF's recommendations on the proposal before commencing the assignment.
- The Service Provider must agree to comply with MJF's safeguarding policies.
- Either party may terminate the agreement by providing 15 (fifteen) days' written notice after signing, subject to the terms of the agreement. MJF reserves the right to terminate the contract in the circumstances set out in the agreement, including failure to fulfil the ToR.
- All documents, information and data entrusted to or produced by the Service Provider in connection with this assignment must remain strictly confidential and must not be used for any other purpose without prior written consent from MJF. This obligation will continue after completion of the assignment.
- In the event of a major natural disaster, war or major civil or political unrest, the agreement may be renegotiated and jointly revised to reflect resulting changes in the implementation environment.
- Technical and financial proposals must be submitted in non-editable format and bear the signature of an authorized representative.
- MJF reserves the right to accept or reject any or all proposals, in whole or in part, at its discretion. MJF is not obligated to accept the lowest-priced proposal.

11. Disclosure of Information

The Service Provider acknowledges and agrees that all information obtained in the course of performing the assignment, during the contract period and thereafter, must be treated as strictly confidential. Such information must not be disclosed, shared or used for any purpose other than the execution of the contract unless expressly authorized in writing by MJF. Access to information will be provided strictly on a need-to-know basis to support confidentiality and data protection.

12. Safeguarding and Protection Policy

The individual consultant, team or firm engaged under this consultancy must fully comply with MJF's Safeguarding Policy and Child Protection Policy. Any breach or failure to comply, particularly in relation to the protection of children and vulnerable adults, may result in immediate termination of the agreement. MJF reserves the right to take appropriate legal or corrective action to address any damage or loss arising from non-compliance with its safeguarding policies.

13. Submission of Proposals

Interested consultants/firms must submit their technical and financial proposals in non-editable format, signed by an authorized person, no later than 08 November 2026. Proposals should be sent to:

procurement@manusher.org

The technical proposal should include a summary budget on its front page, in addition to the detailed financial proposal.

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