**ANNEX 2 – FINANCIAL OFFER**

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| Bidder Name and signature: |  |
| Date of offer: |  |

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| **TABLE OF FINANCIAL OFFER** | | | |  |  |
| **#** | **Description of deliverable** | **Unit** | **# of**  **units** | **Price per Unit** | **Total price** |
| 1 | Design the branding of the entire awareness raising campaign, consisting of: visual identity of the campaign, slogan of the campaign and timeline of the 7-day campaign. | Per branding | 1 |  |  |
| 2 | Production of a maximum one (1) minute awareness raising video with content related to investment in improvement of social services, aiming to raise awareness of decision makers, institution representatives and wide public on the importance of sustainable and quality social services for children and how increasing investment impact the improvement of social service provision for vulnerable groups. The video clip content should be presented in Albanian, with subtitles in English and Serbian language. | Per video | 1 |  |  |
| 3 | Design the Poster of the campaign which will follow the visual identity and will contain the slogan of the campaign. The poster be shared on the LED screen during the opening ceremony of the campaign, and will be shared on social media, during the campaign. | Per poster | 1 |  |  |
| 4 | Design and print of 100 brochures (A4 paper, three-fold, multi color, two side printed) with information on the state of social services decentralization, to disseminate to national level representatives during the opening ceremony of the campaign. Brochures will be produces in three languages (60 copies in Albanian, 20 in English and 20 in Serbian language). | Per piece | 100 |  |  |
| 5 | Design and print of 100 pens which will contain the slogan of the campaign, in accordance to the visual identity of the campaign. | Per piece | 100 |  |  |
| 6 | Design and print of 100 note books A5 format, hard cover, approximately. 70-90 pg. inside 100 -150 gsmbz, with the visual identity of the campaign. | Per piece | 100 |  |  |
| 7 | Design and print of 100 folders which will contain the slogan of the campaign, in accordance to the visual identity of the campaign. | Per piece | 100 |  |  |
| 8 | Design and print of 100 pins with slogan and brand of the campaign, to disseminate during the entire implementation of the campaign. | Per piece | 100 |  |  |
| 8 | Produce one installation for the awareness raising campaign which will identify and represent the slogan and message of the campaign. | Per item | 1 |  |  |
| 9 | Maintain the visibility and communication of the awareness raising campaign in social media (Facebook, Twitter, Instagram). | Per campaign | 1 |  |  |
| 10 | Deliver the final report of the awareness raising campaign implementation, with the results from the broadcasting of the campaign slogan and messages on national TVs and social media. | Per report | 1 |  |  |