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| --- | --- |
| **Date:** | dd-mm-yy |
| **To:** | USAID Kosovo Compete Activity |
| **RFA Title and RFA Reference No.** | Selection of a Vendor to Provide Services for a Digital Marketing Campaign RFA #011 |
| **RFP Date** | 08-04-2024 |
| **From:** | **Name of Lead Applicant (if applying as a consortia):** |  |
| Address: |  |
| Contact Name, Title: |  |
| Email: |  |
| Telephone #: |  |
| Applicant Legal Status: |  |
| Year Founded:  |  |
| Registration #: |  |
| Tax ID / Fiscal #: |  |
| Indicate other consortia members (if applicable):Consortia member 1 (name, address, year founded, registration #, Fiscal #):[add if more] |  |

We/I hereby certify that the information contained herein and attached hereto is complete and accurate to the best of our/my knowledge (**if applying as consortia, please add their name/signature/date**).

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Head of Organization Signature Date

# Technical Proposal

1. **Description of the planned activities and elaboration of detailed action plan (max. 3 pages)**
2. Specify, list, and describe all planned activities to meet the scope of work requirements.
3. Propose an elaborate and detailed implementation action plan, including timing, sequence, and duration of proposed activities.
4. **Methodology (max. 2 pages)**
	1. Detailed description of the technical strategies and methodologies to be employed and how each technical element contributes to achieving scope of work objectives.
5. **Intended deliverables of the activities (max. 2 pages)**
6. Describe the main deliverables and outcomes that will be available upon completion of campaign.
7. **Background on the applicant/organization/consortium and relevant experience, as well as proposed list of professional staff with demonstrable experience to implement the project (max. 3 pages)**
8. Summarize the bidder (or consortium if applicable) background and experience in the digital marketing industry.
9. Indicate the previous experience of the applicant in implementing similar digital marketing and communications campaigns (preferably through documented evidence).
10. Provide a list of professional staff with demonstrable experience to implement the project.

#  Attachments

Please submit the following attachments with your application:

* A copy of your organization’s legal Registration Certificate.
* A copy of your Fiscal Certificate.
* Organizational structure.
* Reference letters/other documentary evidence for implementation of previous similar projects.
* CVs of professional staff members.
* Copies of financial statements (past three years).