



## Specific Bidding Details

Tender no: 00196

Title: **Communication and Public Relations Services Framework Agreement**

Date: 24 March, 2026

Location: Tiranë

#	Subject	Description
1.1	<b>Subject of the Tender</b>	Establishment of a Framework Agreement for the provision of Communication, Public Relations, Content Production, and Event Support Services for AADF and selected projects implemented or administered by AADF.
1.2	<b>Project Description</b>	<p>The Albanian-American Development Foundation (AADF) is a non-profit organization established in 2009, committed to strengthening Albania's private sector, democratic institutions, and sustainable economic development.</p> <p>AADF operates within a multi-layered communication ecosystem including institutional communication, AADF-branded projects (TOKA, Urban Trails, Element IT, BID Elbasan, Berat Castle, etc.), and independently branded projects (READ, LEAD Albania, Scholarship Program, etc.).</p> <p>AADF seeks to establish a two-year framework agreement with qualified communication service providers capable of managing multi-brand communication and delivering integrated visibility services.</p> <p><i>This tender may result in more than one contract award for a period of two years.</i></p>
1.3	<b>Ceiling Fund</b>	No minimum contract value is guaranteed. Services will be activated based on operational needs.
1.4	<b>HARD COPY Submission</b>	Applications must be submitted in hard copy <b>in sealed envelopes</b> no later than: Date: <b>24 March 2026</b> Time: <b>10.00 a.m.</b> Late submissions will not be considered.
1.5	<b>E-mail Submissions</b>	All tender documents must also be submitted by email to <a href="mailto:tenders@aadf.org">tenders@aadf.org</a> by 10:30 AM on the same date. The financial offer must be sent in a separate email with the tender number clearly stated in the subject line. It is essential for the process' integrity that the financial offer is NOT SENT before 10:30 AM, as this is the time when the sealed envelopes will have been opened. <b>Please note that email submissions will be considered invalid unless the hard-copy documents, sealed in envelopes, are submitted by the stated deadline.</b>



1.6	<b>Bid Opening</b>	Envelopes will be opened by AADF representatives on the submission date. There will be no public bid opening.
1.7	<b>Scope of Works</b>	<p>In general, the scope of works includes services and products related to the delivery of:</p> <ul style="list-style-type: none"><li>• Institutional campaigns</li><li>• Flagship project campaigns</li><li>• Large-scale events and launches, public forums, and outdoor activities</li><li>• Integrated communication strategies</li><li>• Media relations and outreach</li></ul> <p>Clarification on Scope: The detailed list of services and products is provided in the Financial Offer Form. Other details are found in the ToR. Applicants <b>must submit prices for ALL listed items</b>. Incomplete pricing may lead to disqualification. Inclusion of items does not constitute commitment to minimum purchase. You may be assigned more than one project, based on several factors.</p>
1.8	<b>Payment</b>	Payments shall be made upon written activation and acceptance of deliverables. For retainers, payment shall be made monthly upon approval of deliverables.
1.9	<b>Duration of Framework</b>	The framework agreement shall be valid for two (2) years, with possibility of extension subject to performance and mutual agreement.
1.10	<b>Informative Meeting</b>	We are giving you the opportunity to meet with us for clarification on request. The available dates for these meetings are 12 <sup>th</sup> and 13 <sup>th</sup> of March from 10.00 am to 4.00 pm. <b>Book your time at least three days in advance at <a href="mailto:tenders@aadf.org">tenders@aadf.org</a>.</b>
1.11	<b>Number of Bids Allowed</b>	Only one bid per applicant.
1.12	<b>Subcontracting</b>	Not allowed
1.13	<b>Joint Ventures</b>	Not allowed
1.14	<b>Team Composition</b>	We expect the applicant to have at least these positions on payroll <ul style="list-style-type: none"><li>• Account/Project Manager</li><li>• Creative Lead</li><li>• Content Strategist / Copywriter</li><li>• Graphic Designer</li><li>• Event Coordinator</li></ul>
1.15	<b>Relevant Experience of the Company</b>	<ul style="list-style-type: none"><li>• Minimum 3 similar services/campaigns in the last 5 years</li><li>• Minimum 5 years professional experience</li><li>• Experience with international or development organizations preferred</li></ul> Minimum 3 contracts – Maximum 5 contracts considered.



1.16	<b>Documentation to be Submitted</b>	<ul style="list-style-type: none"> <li>• Completed AADF Application Package</li> <li>• Company Profile</li> <li>• QKB Simple Extract</li> <li>• Portfolio (links and video formats are accepted)</li> <li>• CVs of main team</li> <li>• Financial Offer (all items priced)</li> <li>• Similar services contracts as per conditions in 1.15 above (at least three)</li> <li>• Payroll of last 6 months (salaries may be redacted)</li> <li>• Tax clearance certificates from national and local tax authorities.</li> </ul>
1.17	<b>Qualifying Criteria</b>	<ol style="list-style-type: none"> <li>1- The Applicant is a legally registered entity and is operating in Albania</li> <li>2- Proven experience with at least three similar contracts covering majority of services on the tender list.</li> <li>3- Staff as per requirements in 1.14 above</li> </ol>

### Evaluation Criteria

Criteria	Documentation	Scoring
Experts' Team relevant qualification	CVs, diplomas, certifications, recommendations, references.	20%
Prior Relevant experience of the company	Portfolio, contracts, contacts for references, evaluation certificates, client attestations.	50%
Financial Bid	Fully completed Financial Offer Form (all items priced).	30%
<b>TOTAL:</b>		<b>100%</b>

**Note:** Any alteration of documents or false declaration may result in serious penalties, including permanent exclusion from AADF tendering processes.