



Expression of Interest – Provision of Audio-Visual Equipment Rental and Technical Set up Services

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Closing Date for Receipt of EOI: 23rd January 2025

1. INTRODUCTION

Safaricom PLC is a purpose-led technology company providing a wide range of services and solutions, including mobile voice, messaging, data, financial and converged services, and digital services that enable commercial and personal platforms as well as ecosystem partnerships. The company is continuously seeking for opportunities to maximize shareholder value.

Safaricom intends to appoint audio-visual and technical set up experts to service its brand experience events, activations, sponsorships and related experiential marketing activities.

The supplier will be expected to work closely with its agencies to successfully deliver Audio-Visual Equipment Rentals and Technical Set up Services in line with the approved experience plans developed.

This will include the execution of in person and hybrid (in person + digital) experience engagements.

2. AIMS AND OBJECTIVES

This EOI aims to identify skilled and experienced suppliers in the industry with demonstrable capacity of delivering high-quality technical production solutions, including sound, stage, lighting, and livestreaming, to enhance our brand activations and create impactful experiences for our customers.

We are soliciting from interested companies an Expression of Interest clearly demonstrating the evidence that your company has the right inventory levels of Audio-visual equipment rentals and the necessary technical know-how to undertake the services.

3. SCOPE

If awarded the contract, the scope of this engagement shall be the **Provision of Audio-Visual Equipment Rentals and Technical Setup Services.**

Key deliverables under this scope include:

Sound Equipment and Production:

- Providing and operating state-of-the-art sound systems for various event sizes and venues
- Ensuring clear and balanced audio with professional sound engineering and mixing.
- Supplying appropriate microphones and audio equipment for speeches, presentations, and performances. Not limited to microphones (cordless, goosenecks and lapel mics), indoor and outdoor speakers and sound mixers for use at in person and hybrid events.



Stage Fabrication and Production:

- Designing and constructing custom stages that align with Safaricom's brand identity.
- Design and fabrication of modular sustainable experiential booths
- Offering flexible staging solutions, including modular options, to accommodate different event requirements.
- Providing rigging, draping, and other stage accessories for a professional and visually appealing setup.
- Experience production including graphics and design services in line with the experience concept approved.

Screen Technologies:

- Providing and installing a range of high-quality screens, including LED and daylight panel screens, LED/OLED screens, projection systems, and interactive displays.
- Ensuring optimal screen resolution, brightness, and viewing angles for various event settings. This includes relevant digital mixers to integrate screen equipment and manage content.
- Provision of relevant accessories e.g clickers, telepromoters,
- Offering content management and playback solutions for seamless display of visuals.

Lighting Production:

- Creating innovative lighting designs that enhance the ambiance and visual impact of our events.
- Utilizing intelligent lighting systems and effects to create dynamic and engaging experiences.
- Providing experienced lighting technicians to operate and manage lighting cues effectively.

Livestream Production:

- Capturing and streaming high-definition video content of our events.
- Provision of high definition (1080p and above) camera equipment and digital mixers to be used at hybrid / livestreamed experiences.
- Deploying multi-camera setups for comprehensive event coverage.
- Utilizing professional encoding and streaming platforms for reliable and high-quality online delivery for web streaming, video conferencing live broadcasts and experiences.

Crowd Control - Safety Equipment

- Provision of relevant crowd control equipment for outdoor experiences including crowd control barriers and trussing as per approved experience plans and in collaboration with Safaricom's security teams

Other critical items:

- Provision of backup generators for experiences to provide power independently of main electricity supply for all technical equipment on ground and other experiential spaces as per approved experience plan
- Adherence to Safaricom Absolute Rules
- Post Experience reporting and documentation.



The supplier will be tasked to:

1. Manage each experience (either individually or collectively with others) based on the different elements required as per outlined scope.
2. Set up adequately and competitively as per the different experience size.
3. Propose concepts in line with the brand guidelines and specific theme of the experience.
4. Ensure professionalism of the set up and execution crew.
5. Provide technical advise on experience technical design/set up for utmost value and supply of the same.
6. Adhere to the health and safety guidelines in all experience executions.

Safaricom experiences are delivered through events: product launches, internal events, brand assets or sponsorships engagements and experiential activations.

Experience design and setup is one of the major elements that contribute to the success of these experiences. The vendors work on a framework agreement based on rate card created from negotiated daily hire rates for different audio – visual items, equipment, and experience elements. These agreed rates cover all operating expenses, salaries, overheads, and profits for the service vendors.

Safaricom classifies its experiences with the following considerations in mind; -

- Experience size (pax/attendance& duration)
- Experience type (entertainment, corporate, promotional, etc.)
- Experience Format (Physical, Hybrid or Virtual)
- Guests' profiles (segments, internal, external, etc.)
- Creative excellence (crafting of themes, basic, etc.)
- Envisioned experiential output/objectives.
- Experience activities & location
- Experience inputs (level of technological capacities, audio-visual qualities, etc.)
- Vendor capacity (resources required, skilled technicians, backups, etc.)

EVENT CLASSIFICATION	
Community Building	
Brand Assets	SILVER
Partner Dissemination Forums	BRONZE
Handovers	BRONZE
Sustainability Events	SILVER
Internal / Employee Events	
Teambuilding	GOLD
Webinars and Online Events	BRONZE
Celebratory and Recognition Events	GOLD
Trainings and Workshops	BRONZE
Statutory Events	
Results announcement & AGMs	SILVER



Brand Campaign /Product Launches	
Brand Campaign Launch	GOLD
Segment Led Platform / Proposition Launches	GOLD
Customer Engagement (B2C & B2B)	
Training and Workshops	SILVER
Thought Leadership	SILVER
Conferences and Expos	GOLD
Innovation Showcases / Strategy Presentations	GOLD
Webinars and Online Events	BRONZE
Brand / Segment Activations	GOLD
Industry (Tech) & Developer Events	
Hackathons	GOLD
Developer Conferences and Summits	GOLD

Safaricom Plc is therefore soliciting from interested companies that meet the following mandatory requirements:

1. An Expression of Interest letter duly dated signed and stamped on your company letter head.

The letter should state the following: -

- a) Key contact person in this process of the RFP and their contract details.
- b) Supplier reference checks from 3 of your biggest clients – See appendices for the format.
- c) Proof of service provision and capacity in the format of a short video (not exceeding 10 minutes) showcasing previous experiences.
- d) Proof of service provision and capacity via online /e-catalogues e.g., proof of partnerships with original global/local manufacturers, distributors licenses, contracts, etc. in the case that you are not the original manufacturer.
- e) Proof of financial capacity – Last FY annual turnover, on a one pager
- f) Current tax compliance certificate
- g) Requirements – Respond to the list of requirements set out on the system and attach proof.
- h) Vendor to submit a Company Health and Safety Plan, Health and Safety policy, Fire Safety policy and fleet/ driving policy (provide copies of health and safety plan, health and safety policy, fire safety policy and fleet/ driving policy signed by MD/CEO).
- i) Valid Directorate of Occupational Safety and Health Services (DOSHS) Workplace Registration for main offices and warehouses (Provide valid certificate).
- j) Valid WIBA Insurance cover covering both staff and casual workers (provide valid WIBA insurance cover).
- k) The company has in place a competent OSH person (either internal or external) with minimum NEBOSH IGC/BSc. OSH/PGD.OSH/MSc. OSH, with 2 years' experience (CV Required and certificates required).
- l) Having trained staff on first aid and fire marshal (fire safety training), done by a training institution approved by Directorate of Occupational Safety and Health Services (DOSHS) (Certificates as proof required).
- m) Staff authorized to drive company vehicles to have a valid Defensive Driving training from an NTSA approved driving school (Certificates as proof required).
- n) Company vehicles installed with telematic system (minimum provides real-time vehicle location, live and recorded tracking of vehicle speeds, harsh braking, harsh cornering, driving hours, idling time, harsh acceleration, and harsh deceleration) and an in-vehicle camera – evidence required



NEXT STEPS

- Review of submitted Expressions of Interests
- Prequalification of shortlisted suppliers
- Issuing of tender to prequalified suppliers.

NOTE:

- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- Safaricom reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for the purpose of informing the bidders of the outcome of the process.
- Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.

Similar Requirements relating to this EOI are accessible via the below link. Kindly review all instructions on this document before proceeding to submit.

[Negotiations - Oracle Fusion Cloud Applications \(oraclecloud.com\)](#)

Important Instructions on Enquiries and submission of Responses

a) All new and participating suppliers for this EOI will be expected to register as new suppliers via the below link.

<https://egjd.fa.us6.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=300000002465003>

b) All registered suppliers who would like to participate in this EOI can access the EOI through below link.

[Negotiations - Oracle Fusion Cloud Applications \(oraclecloud.com\)](#)

c) Note that the responses to this EOI are to be submitted via the Safaricom i-sourcing portal. **e-mail responses may not be considered.**

d) Once logged in, all interested suppliers can access the EOI by following below steps:

Supplier Portal>>Negotiations>>View Negotiations>>*Invitation Received (pick number XXX)>> Search.

d) The EOI response **should not** include pricing/commercial proposal.

e) Companies in the SIG categories are encouraged to apply.

e) All responses should be provided in standard file formats i.e., XLSs, DOC(X) and PDF.

f) Any link submitted together with the documentation should lead to an MS OneDrive folder and not Google Drive or WeTransfer. Submissions with links to platforms other than MS OneDrive will not be accessible on our end and will not be considered.

g) Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.



1) APPENDICES

Supplier reference check worksheet

SUPPLIER REFERENCE CHECK WORKSHEET

Internal Ref;	Experience Audio Visual and Technical Setup
Name of Company for Reference Check;	
Name of Company Providing Reference Check;	
Contact Name;	
Contact Title;	
Contact Phone Number;	
Date;	

Questions & Answers	
1.	How long has your organization used the Supplier for goods and/or services? Answer:
2.	What would you have to say about the supplier's customer service and responsiveness and that of its account managers? Answer:
3.	How well do the goods or services provided by the Supplier meet the technical and quality specifications required? Answer:
4.	Is the Supplier's pricing competitive based on your organization's knowledge of the market? Answer:
5.	How well does the supplier adhere to Health, Safety and Wellness standards during setup? Answer:
6.	How well do you judge the supplier to be at sticking to contracted pricing? Answer:
7.	Are any invoicing problems with the supplier resolved in a timely manner? Answer:
8.	Does the supplier employ professionalism and integrity in their business dealings? Answer:
9.	On a scale of 1 (low) to 10 (high), would you recommend this suppliers turn around time, creativity and overall execution excellence? Answer:
10.	On a scale of 1 (low) to 10 (high), would you recommend this supplier for future business dealings? Answer: