



Tourism
Enhancement
Fund

INVITATION FOR BIDS

Country:	Jamaica
Procurement Entity:	Tourism Enhancement Fund (TEF)
Project Name:	Digital Marketing Campaign, Redesign and Maintenance of Top Events in Jamaica Website and Mobile App for the TEF
RFP#:	NCB-2022-07-TLN/021

Description of Works:

TEF invites interested marketing companies offering digital marketing, web development and maintenance services to design and implement a digital Marketing campaign and to redesign and maintain the website and mobile (www.topeventsinjamaica.com) for the Top Events Jamaica Marketing programme of the TEF.

The Marketing company must utilise a robust mix of digital tools with a variety of creative, marketing, communications and outreach efforts to leverage online channels that will utilise a website and mobile app to generate awareness, drive attendance to events and encourage online engagement with a virtual calendar of events occurring weekly, monthly and annually across the island using the website and mobile application.

Eligibility:

Requirements as Detailed in Section 2, ITC 15.1 | A valid TCC and a copy of a valid Public Procurement Commission (PPC) Registration in the category of **Advertising, Public Relations, and Marketing** is required (**at the time of Bid Submission**).

Procurement Method:

Bidding will be conducted through the National Competitive Bidding (NCB) procedures as specified by the Government of Jamaica (GOJ) Public Procurement Act, 2015 & Public Procurement Regulation, 2018.

Contact Information:

Manager, Public Procurement, Tourism Enhancement Fund
60 Knutsford Boulevard
Second Floor, PanJam Building
Kingston 5
Procurement@tef.gov.jm

Tender Document:

Available on the GoJ Electronic Procurement website **www.gojep.gov.jm**. Bidding Documents will be available for download as of **July 27, 2022**. Registration instructions are available on the website. Mandatory registration is required for vendors to participate.

Pre-Proposal Meeting:

A Mandatory pre-proposal meeting will be held ONLINE on **August 10, 2022 at 11:00 a.m.** Jamaica time.

Details of the link for the meeting will uploaded on GoJEP.

Failure to obtain the bidding documents from the TEF via the GoJ Electronic Procurement website will result in the Bidder's ineligibility to participate in the procurement process.

Deadline for submission: Bids must be submitted online via www.gojep.gov.jm no later than **August 23, 2022, at 2:00 p.m.** Jamaica Time (**UTC 5**).

Online Bid Opening takes place on the same day at **2:15 p.m.** or additional info visit: **<https://tef.gov.jm/procurement>**.