

## **INDEFINITE QUALITY CONTRACT (IQC)**

### **Statement of Objectives (SOO) under RFP ATI-055:**

#### **Communication Services for Prosper Africa (Event & Logistics Support)**

##### **Introduction**

The USAID Africa Trade and Investment (ATI) continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative to expand and accelerate two-way trade and investment between African nations and the United States.

ATI is designed to support the needs and opportunities that USAID Missions and the private sector identify through a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility.

##### **Purpose and Background**

Prosper Africa is a Presidential-level national security initiative aimed at strengthening the strategic and economic partnership between the U.S. and Africa by catalyzing transformative two-way trade and investment flows. The initiative offers a one-stop shop that brings together the full suite of U.S. Government trade and investment services and resources to help companies and investors do business in U.S. and African markets. The initiative focuses on three main objectives: advancing deals, unlocking market opportunities, and strengthening business and investment climates.

Prosper Africa takes a bold new approach to U.S. Government communications, amplifying messaging and driving impact from across 17 participating U.S. Government agencies and the White House. Prosper Africa's communications portfolio focuses on advancing the initiative's core goal of increasing two-way trade and investment. Prosper Africa implements robust outreach campaigns to unlock capital flows by drawing attention to untapped market opportunities and available U.S. Government support services, drives interest in doing business between the U.S. and Africa, and catalyzes dealmaking among target audiences, which include public and private sector stakeholders across both continents. In the process, Prosper Africa works to demystify markets, right-size risk perception, and foster productive connections between U.S. and African businesses and investors.

As part of Prosper Africa's communications strategy, Prosper Africa will host engagement events to amplify the impacts of Prosper Africa activities and drive additional connections and partnerships through the Prosper Africa network. These events may be independently hosted by Prosper Africa, or in partnership with businesses, community organizations, or other U.S. government entities. Events may take place across both the U.S. and Africa. The following activity will focus on providing ongoing, comprehensive event management support to Prosper Africa, in collaboration with the ATI & Prosper Africa Communications team.

##### **Statement of Objective**

Prosper Africa seeks a wide variety of events planning and logistics services in support of its mission as described below. In providing these services, the Subcontractor will interact with Prosper Africa staff and partners under the direction of the Prosper Africa Communications Team.

The subcontractor will support the hosting of multiple industry, government and public policy events that advance the communications objectives of Prosper Africa.

Subcontractor will provide services for either:

- Lot 1: Africa Events
- Lot 2: USA Events

## **Objectives and Activities**

### **1. Event Planning and Execution**

The Subcontractor must advance Prosper Africa's communications objectives through direct or subcontracted event planning and support services to include, (but not limited to):

- a. Tracking and executing against a calendar of leading industry, government and public policy events that advance the communications plan (20-50 events).
- b. Negotiating event sponsorship, registrations, and speaker engagements.
- c. Directing booth or space design and build out.
- d. Developing guest lists, sending "hold the date" and other invitations and tracking RSVPs.
- e. Managing event coverage (staffing), logistics, catering, and logistics, as requested; and,
- f. Identifying and/or developing media spaces; and,
- g. Ensuring delivery and positioning of branded materials and swag.

### **2. Procurement of Physical Materials in Support of Communications Events and Activities**

The Subcontractor must coordinate and procure physical materials, such as flyers, booklets, banners, business cards, lapel pins, and other physical items needed to support the objectives of Prosper Africa communications. This includes all efforts to develop specifications, coordinating with printers or producers of the event, ensuring shipment of materials in time for events, supporting distribution of the materials, translating content into multiple languages, etc.

The following is an annual estimation of physical item needs:

- Books.
- Banners.
- Flyers.
- Business Cards.
- Pins/swag.
- Conference Toolkits.
- Exhibition Booth Space/Instructure

As such, the Subcontractor must:

1. Be responsible for event-related project management efforts including, but not limited to:
  - a. Meeting deadlines included in work planning documents, or deadlines established by the CO or COR.
  - b. Ensuring all personnel have the adequate training and resources to ensure technical competencies remain current to provide the required support; and,
  - c. Becoming proficient with and adhering to the Prosper Africa Branding Guidelines, e.g., [Prosper Africa Branding Guide](#)
2. Arrange post-award kickoff meeting within 5 days of award.
3. Draft an operational management plan within 5 business days of the post-award conference. At a minimum, the operational management plan must identify points-of-contact, processes for

interacting and communicating with Prosper Africa, and the process for quality control prior to Prosper Africa's receipt of Subcontractor developed deliverables.

4. Finalize the operational management plan within 5 business days of receiving Prosper Africa's feedback.
5. Facilitate progress reviews via Teams meetings on a weekly basis during active engagement phases. As part of the progress reviews, the Subcontractor must have a daily progress report prepared for discussion and shared with Prosper Africa prior to the meetings.
6. Provide quality control to ensure that all deliverables and work products for all tasks are complete, accurate, and delivered according to established schedules and quality standards to the Government for review, comment, and acceptance.
7. Ensure that all deliverables and work products comply with applicable federal regulations, such as compliance with Section 508 of the Rehabilitation Act of 1973, as amended.
8. Maintain a day-to-day collaborative relationship with the COR and Prosper Africa Communications Team; and,
9. Ensure that all activities are tracked and recorded.

The Subcontractor must provide a broad range of events management support to the Prosper Africa Communications Team, under the direction of the COR, for all events and public and private engagements that include Prosper Africa attendance and/or participation. Subcontractor support for these events, may include but is not limited to:

10. Providing a Creative and Logistics Director to lead design and implementation of virtual and physical spaces relating to the events.
11. Coordinating event logistics in a flexible, time-sensitive manner. Logistics include:
  - a. selecting the venue, catering, arranging for audio/visual needs, and other logistical requirements,
  - b. arranging for travel and transportation of Subcontractor staff and any special guests not employed by the U.S. Government,
  - c. coordinating all printing needs,
  - d. Working with national organizations to support Prosper Africa to identify attendees and manage the invitation process.
  - e. Supporting travel for foreign participants, including counterpart government officials and press.
  - f. coordinating with speakers, etc.
12. Sub-contracting and executing payment to secure catering, audio/visual, conference fees, translation, and other event-related expenses as required by the venue or conference.
13. Identification of speakers, participants, and other local needs-based requirements, working with and as approved by Prosper Africa.
14. Providing on-site support for events, including registration, facilitation, coordination, and management of personnel; and,

In their proposal, offerors should detail the geographies within the U.S. &/or Africa where they can provide services, highlighting event management plans and past experience across the U.S. and/or Africa. Offerors should be prepared for short turn-around requests for event management support and should detail the minimum timeline they require to finalize an event.

Previous illustrative events include support for:

- U.S.-Kenya Business Roadshow across three U.S. cities (New York City, Chicago, and San Francisco) showcasing opportunities for companies exploring doing business and investing in Kenya.
- Prosper Africa booths at trade & investment industry events across the continent such as the

- AGOA Forum in Johannesburg, South Africa
- CCA US-Africa Business Summit in Gaborone, Botswana
- Prosper Africa/USG pavilions at trade fairs across the US and Africa

### **General Implementation Structure**

Upon selection and award, ATI will work closely with the awardee(s) to determine the contract structure including final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

### **Monitoring, Evaluation & Learning (ME&L)**

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L plan at the kickoff, edit as needed during implementation (e.g., if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g., an investment that closes after the period of performance but was facilitated during the contracted support).

### **Place of Performance**

ATI is seeking partners who can support event management both across the Lot 1: Africa and Lot 2: U.S. There is a strong preference for partners who can operate across multiple countries & regions, with a focus on firms that can provide support in the United States of America, Kenya, South Africa, and other African countries, including in North Africa. The selected firm(s) will report to the ATI team based in Washington, DC, in coordination with the Prosper Africa communications team.

### **Implementation Timeframe**

The activities outlined above are expected to take place on an as-needed basis for 2 years from date of award. As events come up, offerors should propose a timeline commensurate with their technical approach. In response to this solicitation, offerors may propose their own alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.

### **Contract Structure**

The contract type for the presumptive award is anticipated to be an IQC with Time & Materials (T&M) and/or Firm Fixed Price (FFP) type Task Orders, issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this subcontract. The cost should include the labor categories associated with implementing the SOO requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor costs. Offerors should submit cost proposal for the overall IQC subcontract and the respective Task Order SOW in their cost proposal.

## LOT 1: AFRICA EVENTS

### Illustrative Task Order Statement of Work (SOW) under RFP ATI-055

#### Prosper Africa Services: Communication Services for Prosper Africa (Africa Event & Logistics Support)

##### Introduction

The USAID Africa Trade and Investment (ATI) continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative to expand and accelerate two-way trade and investment between African nations and the United States.

ATI is designed to support the needs and opportunities that USAID Missions and the private sector identify through a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility.

##### Purpose & Background

Prosper Africa is a Presidential-level national security initiative aimed at strengthening the strategic and economic partnership between the U.S. and Africa by catalyzing transformative two-way trade and investment flows. The initiative offers a one-stop shop that brings together the full suite of U.S. Government trade and investment services and resources to help companies and investors do business in U.S. and African markets. The initiative focuses on three main objectives: advancing deals, unlocking market opportunities, and strengthening business and investment climates.

Prosper Africa takes a bold new approach to U.S. Government communications, amplifying messaging and driving impact from across 17 participating U.S. Government agencies and the White House. Prosper Africa's communications portfolio focuses on advancing the initiative's core goal of increasing two-way trade and investment. Prosper Africa implements robust outreach campaigns to unlock capital flows by drawing attention to untapped market opportunities and available U.S. Government support services, drives interest in doing business between the U.S. and Africa, and catalyzes dealmaking among target audiences, which include public and private sector stakeholders across both continents. In the process, Prosper Africa works to demystify markets, right-size risk perception, and foster productive connections between U.S. and African businesses and investors.

As part of Prosper Africa's communications strategy, Prosper Africa will host engagement events to amplify the impacts of Prosper Africa activities and drive additional connections and partnerships through the Prosper Africa network. These events may be independently hosted by Prosper Africa, or in partnership with businesses, community organizations, or other U.S. government entities. Events are expected to take place in Africa. The following activity will focus on providing ongoing, comprehensive event management support to Prosper Africa, in collaboration with the ATI & Prosper Africa Communications team.

##### Objectives and Activities

The offeror is expected to conduct event planning and execution, procurement and procure materials and/or services in support of the AmCham Kenya Business Summit as outlined below:

Event	Dates	Location	Description
<a href="#">AmCham Kenya Business Summit</a>	April 24-25, 2024	Nairobi, Kenya	Catalyzing the future of US-East Africa Trade and Investment

## 1. Event Planning and Execution

The Subcontractor must advance Prosper Africa's communications objectives through direct or subcontracted event planning and support services to include, (but not limited to):

- a. Tracking and executing against a calendar of leading industry, government and public policy events that advance the communications plan.
- b. Negotiating event sponsorship, registrations, and speaker engagements.
- c. Directing booth or space design and build out.
- d. Developing guest lists, sending "hold the date" and other invitations and tracking RSVPs.
- e. Managing event coverage (staffing), logistics, catering, and logistics, as requested; and,
- f. Identifying and/or developing media spaces; and,
- g. Ensuring delivery and positioning of branded materials and swag.

## 2. Procurement of Physical Materials in Support of Communications Events and Activities

The Subcontractor must coordinate and procure physical materials, such as flyers, booklets, banners, business cards, lapel pins, and other physical items needed to support the objectives of Prosper Africa communications. This includes all efforts to develop specifications, coordinating with printers or producers of the event, ensuring shipment of materials in time for events, supporting distribution of the materials, translating content into multiple languages, etc.

The following is an annual estimation of physical item needs:

- Books.
- Banners.
- Flyers.
- Business Cards.
- Pins/swag.
- Conference Toolkits.
- Exhibition Booth Space/Instructure

As such, the Subcontractor must:

1. Be responsible for event-related project management efforts including, but not limited to:
  - a. Meeting deadlines included in work planning documents, or deadlines established by the CO or COR.
  - b. Ensuring all personnel have the adequate training and resources to ensure technical competencies remain current to provide the required support; and,
  - c. Becoming proficient with and adhering to the Prosper Africa Branding Guidelines, e.g., [Prosper Africa Branding Guide](#)
2. Arrange post-award kickoff meeting within 5 days of award.
3. Draft an operational management plan within 5 business days of the post-award conference. At a minimum, the operational management plan must identify points-of-contact, processes for interacting and communicating with Prosper Africa, and the process for quality control prior to Prosper Africa's receipt of Subcontractor developed deliverables.
4. Finalize the operational management plan within 5 business days of receiving Prosper Africa's feedback.
5. Facilitate progress reviews via Teams meetings on a weekly basis during active engagement phases. As part of the progress reviews, the Subcontractor must have a daily progress report prepared for discussion and shared with Prosper Africa prior to the meetings.

6. Provide quality control to ensure that all deliverables and work products for all tasks are complete, accurate, and delivered according to established schedules and quality standards to the Government for review, comment, and acceptance.
7. Ensure that all deliverables and work products comply with applicable federal regulations, such as compliance with Section 508 of the Rehabilitation Act of 1973, as amended.
8. Maintain a day-to-day collaborative relationship with the COR and Prosper Africa Communications Team; and,
9. Ensure that all activities are tracked and recorded.

The Subcontractor must provide a broad range of events management support to the Prosper Africa Communications Team, under the direction of the COR, for all events and public and private engagements that include Prosper Africa attendance and/or participation. Subcontractor support for these events, may include but is not limited to:

10. Providing a Creative and Logistics Director to lead design and implementation of virtual and physical spaces relating to the events.
11. Coordinating event logistics in a flexible, time-sensitive manner. Logistics include:
  - a. selecting the venue, catering, arranging for audio/visual needs, and other logistical requirements,
  - b. arranging for travel and transportation of Subcontractor staff and any special guests not employed by the U.S. Government,
  - c. coordinating all printing needs,
  - d. Working with national organizations to support Prosper Africa to identify attendees and manage the invitation process.
  - e. Supporting travel for foreign participants, including counterpart government officials and press.
  - f. coordinating with speakers, etc.
12. Sub-contracting and executing payment to secure catering, audio/visual, conference fees, translation, and other event-related expenses as required by the venue or conference.
13. Identification of speakers, participants, and other local needs-based requirements, working with and as approved by Prosper Africa.
14. Providing on-site support for events, including registration, facilitation, coordination, and management of personnel; and,

Offerors should be prepared for short turn-around requests for event management support and should detail the minimum timeline they require to finalize an event.

Previous illustrative events include support for:

- U.S.-Kenya Business Roadshow across three U.S. cities (New York City, Chicago, and San Francisco) showcasing opportunities for companies exploring doing business and investing in Kenya.
- Prosper Africa booths at trade & investment industry events across the continent such as the
  - AGOA Forum in Johannesburg, South Africa
  - CCA US-Africa Business Summit in Gaborone, Botswana
- Prosper Africa/USG pavilions at trade fairs across the US and Africa

### **General Implementation Structure**

Upon selection and award, ATI will work closely with the awardee(s) to determine the contract structure including final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work

closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

### **Monitoring, Evaluation & Learning (ME&L)**

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L plan at the kickoff, edit as needed during implementation (e.g., if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g., an investment that closes after the period of performance but was facilitated during the contracted support).

### **Place of Performance**

ATI is seeking partners who can support event management for the AmCham event in. The selected firm(s) will report to the ATI team based in Washington, DC, in coordination with the Prosper Africa communications team.

### **Implementation Timeframe**

The activities outlined above are expected to take 6 months between April 2024 and September 2024.

### **Contract Structure**

The contract type for the presumptive award is anticipated to be Time & Materials (T&M) type Task Order under IQC, issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this task order. The cost should include the labor categories associated with implementing the SOW requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor/material costs.

## LOT 2: USA EVENTS

### Illustrative Task Order Task Order Statement of Work (SOW): Under RFP ATI-055

#### Prosper Africa Services: Communication Services for Prosper Africa (U.S. Event & Logistics Support)

##### **Introduction**

The USAID Africa Trade and Investment (ATI) continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative to expand and accelerate two-way trade and investment between African nations and the United States.

ATI is designed to support the needs and opportunities that USAID Missions and the private sector identify through a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility.

##### **Purpose & Background**

Prosper Africa is a Presidential-level national security initiative aimed at strengthening the strategic and economic partnership between the U.S. and Africa by catalyzing transformative two-way trade and investment flows. The initiative offers a one-stop shop that brings together the full suite of U.S. Government trade and investment services and resources to help companies and investors do business in U.S. and African markets. The initiative focuses on three main objectives: advancing deals, unlocking market opportunities, and strengthening business and investment climates.

Prosper Africa takes a bold new approach to U.S. Government communications, amplifying messaging and driving impact from across 17 participating U.S. Government agencies and the White House. Prosper Africa's communications portfolio focuses on advancing the initiative's core goal of increasing two-way trade and investment. Prosper Africa implements robust outreach campaigns to unlock capital flows by drawing attention to untapped market opportunities and available U.S. Government support services, drives interest in doing business between the U.S. and Africa, and catalyzes dealmaking among target audiences, which include public and private sector stakeholders across both continents. In the process, Prosper Africa works to demystify markets, right-size risk perception, and foster productive connections between U.S. and African businesses and investors.

As part of Prosper Africa's communications strategy, Prosper Africa will host engagement events to amplify the impacts of Prosper Africa activities and drive additional connections and partnerships through the Prosper Africa network. These events may be independently hosted by Prosper Africa, or in partnership with businesses, community organizations, or other U.S. government entities. Events may take place within the U.S. The following activity will focus on providing ongoing, comprehensive event management support to Prosper Africa, in collaboration with the ATI & Prosper Africa Communications team.

##### **Objectives and Activities**

The offeror is expected to conduct event planning and execution, procurement and procure materials and/or services in support of the Prosper Africa U.S. held events and activities as outlined below.

<b>Event</b>	<b>Dates</b>	<b>Location</b>	<b>Description</b>
1. <a href="#">Corporate Council on Africa US-Africa Business Summit</a>	May 5-8, 2024	Dallas, Texas	Promoting U.S. and African business

2. <a href="#">Global First Ladies Alliance</a>	Late June/early July 2024	New York City, NY	Establish strategic partnerships to generate positive impact
---	---------------------------	-------------------	--

## 1. Event Planning and Execution

The Subcontractor must advance Prosper Africa’s communications objectives through direct or subcontracted event planning and support services to include, (but not limited to):

- a. Tracking and executing against a calendar of leading industry, government and public policy events that advance the communications plan.
- b. Negotiating event sponsorship, registrations, and speaker engagements.
- c. Directing booth or space design and build out.
- d. Developing guest lists, sending “hold the date” and other invitations and tracking RSVPs.
- e. Managing event coverage (staffing), logistics, catering, and logistics, as requested; and,
- f. Identifying and/or developing media spaces; and,
- g. Ensuring delivery and positioning of branded materials and swag.

## 2. Procurement of Physical Materials in Support of Communications Events and Activities

The Subcontractor must coordinate and procure physical materials, such as flyers, booklets, banners, business cards, lapel pins, and other physical items needed to support the objectives of Prosper Africa communications. This includes all efforts to develop specifications, coordinating with printers or producers of the event, ensuring shipment of materials in time for events, supporting distribution of the materials, translating content into multiple languages, etc.

The following is an annual estimation of physical item needs:

- Books.
- Banners.
- Flyers.
- Business Cards.
- Pins/swag.
- Conference Toolkits.
- Exhibition Booth Space/Instructure

As such, the Subcontractor must:

1. Be responsible for event-related project management efforts including, but not limited to:
  - a. Meeting deadlines included in work planning documents, or deadlines established by the CO or COR.
  - b. Ensuring all personnel have the adequate training and resources to ensure technical competencies remain current to provide the required support; and,
  - c. Becoming proficient with and adhering to the Prosper Africa Branding Guidelines, e.g., [Prosper Africa Branding Guide](#)
2. Arrange post-award kickoff meeting within 5 days of award.
3. Draft an operational management plan within 5 business days of the post-award conference. At a minimum, the operational management plan must identify points-of-contact, processes for interacting and communicating with Prosper Africa, and the process for quality control prior to Prosper Africa’s receipt of Subcontractor developed deliverables.

4. Finalize the operational management plan within 5 business days of receiving Prosper Africa's feedback.
5. Facilitate progress reviews via Teams meetings on a weekly basis during active engagement phases. As part of the progress reviews, the Subcontractor must have a daily progress report prepared for discussion and shared with Prosper Africa prior to the meetings.
6. Provide quality control to ensure that all deliverables and work products for all tasks are complete, accurate, and delivered according to established schedules and quality standards to the Government for review, comment, and acceptance.
7. Ensure that all deliverables and work products comply with applicable federal regulations, such as compliance with Section 508 of the Rehabilitation Act of 1973, as amended.
8. Maintain a day-to-day collaborative relationship with the COR and Prosper Africa Communications Team; and,
9. Ensure that all activities are tracked and recorded.

The Subcontractor must provide a broad range of events management support to the Prosper Africa Communications Team, under the direction of the COR, for all events and public and private engagements that include Prosper Africa attendance and/or participation. Subcontractor support for these events, may include but is not limited to:

10. Providing a Creative and Logistics Director to lead design and implementation of virtual and physical spaces relating to the events.
11. Coordinating event logistics in a flexible, time-sensitive manner. Logistics include:
  - a. Selecting the venue, catering, arranging for audio/visual needs, and other logistical requirements,
  - b. Arranging for travel and transportation of Subcontractor staff and any special guests not employed by the U.S. Government,
  - c. Coordinating all printing needs,
  - d. Working with national organizations to support Prosper Africa to identify attendees and manage the invitation process.
  - e. Supporting travel for foreign participants, including counterpart government officials and press.
  - f. Coordinating with speakers, etc.
12. Sub-contracting and executing payment to secure catering, audio/visual, conference fees, translation, and other event-related expenses as required by the venue or conference.
13. Identification of speakers, participants, and other local needs-based requirements, working with and as approved by Prosper Africa.
14. Providing on-site support for events, including registration, facilitation, coordination, and management of personnel; and,

Offerors should be prepared for short turn-around requests for event management support and should detail the minimum timeline they require to finalize an event.

### **General Implementation Structure**

Upon selection and award, ATI will work closely with the awardee(s) during all stages of this work. DAI/ATI will provide review and oversight throughout the life of the activity. Additionally, DAI/ATI and USAID will also work closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

### **Monitoring, Evaluation & Learning (ME&L)**

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L plan at the kickoff, edit as needed during implementation (e.g., if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g., an investment that closes after the period of performance but was facilitated during the contracted support).

### **Place of Performance**

ATI is seeking partners who can support event management in the U.S., with a strong preference for partners who can operate across and in major U.S. cities. The selected firm(s) will report to the ATI team based in Washington, DC, in coordination with the Prosper Africa communications team.

### **Implementation Timeframe**

The activities outlined above are expected to take 6 months between April 2024 and September 2024.

### **Contract Structure**

The contract type for the presumptive award is anticipated to be Time & Materials (T&M) type Task Order issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this task order. The cost should include the labor categories associated with implementing the SOW requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor/material costs.