

**Amendment 01**

**Attachment A: Request for Proposal**

**To:** Offerors  
**RFP:** ATI-055  
**Issuance Date:** March 7, 2024  
**Amendment Issuance Date:** March 27, 2024  
**From:** Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Activity; Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI-055 Communication Services for Prosper Africa (Event & Logistics Support).  
**Initial Due Date:** March 28, 2024  
**Revised Due Date:** April 03, 2024

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's Africa Trade, and Investment (ATI) Activity funded by Prosper Africa and the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Communication Services for Prosper Africa (Event & Logistics Support).

- I. RFP Process and deadlines:** This solicitation will result in the award of Two (2), Indefinite Quality Contract (IQC) type subcontracts. (Lot 1: Africa Events and Lot 2: USA Events). The IQC subcontract period of performance will be for a twenty-four (24) months period. Offerors are allowed to bid for one or more Lot(s), namely Lot 1: Africa Events and Lot 2: USA Events and should demonstrate capacity to implement the services effectively and efficiently in the respective lots they are bidding. Offerors bidding for multiple Lots must submit separate proposals (technical and cost) for each Lot.

We anticipate issuing one (1) Indefinite Quality Contract (IQC) type subcontract for each lot as detailed below:

- **Lot 1: Africa Events:** One (1) IQC subcontract with a ceiling of up to USD 2,000,000. The IQC will include provisions for the award of Time and Material (T&M) and/or Firm Fixed Price (FFP) type Task Orders (TO) issued under the IQC.
- **Lot 2: USA Events:** One (1) IQC subcontract with a ceiling of up to USD 2,000,000. The IQC will include provisions for the award of Time and Material (T&M) and/or Firm Fixed Price (FFP) type Task Orders (TO) issued under the IQC.

Offerors should refer to Attachment B: Statement of Objective for more details on the scope of work.

Note: ATI funds will not support construction activities.

- a. Submission of Questions – Questions must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on March 15, 2024**, via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)
- b. Submission of Proposal – Proposals must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on April 03, 2024** via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com), copying [ATI\\_Partnershipteam@dai.com](mailto:ATI_Partnershipteam@dai.com). The subject

line of the email should be your organization name, followed by ‘RFP-ATI-055 Communication Services for Prosper Africa (Event & Logistics Support)’. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s Unique Entity Identity Number (UEID via SAM.GOV). Please limit file submissions to 10 megabytes or less.

- II. **Composition of Proposal:** The proposal should comprise of two parts (**Part 1** and **Part 2**). Under Part 1: Technical Proposal the following submission documents must be submitted: Mandatory requirements; IQC Technical Proposal; and a Technical Proposal for the illustrative Task Order. While Part 2 will comprise of IQC Cost Proposal and illustrative Task Order Cost Proposal.

**Mandatory and Technical proposals** should compromise of the following section: (1) Mandatory requirements; (2) Technical Proposal for the overall IQC and (3) Technical proposal for the Illustrative Task Order. The proposal should be submitted as a maximum (20) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. **DAI reserves the right to award the illustrative task order with award of the IQC Subcontract.**

**The Cost Proposal** should be prepared as separate files for independent evaluation. Offeror shall submit separate (1) Overall IQC Cost Proposal and (2) illustrative Task Order Cost Proposal. Offerors shall provide a copy of their cost proposal in Excel format using the provided Template “Attachment C- Cost/Budget template.”

### **Part 1 – Technical Proposal**

The Technical proposal shall comprise of two sections, Technical Proposal for the IQC and the Technical Proposal for the illustrative Task Order for each of the Lot the Offeror is bidding. The technical proposal shall have the following three (3) sections each respectively:

#### **1. Technical Approach:**

- a. **IQC Technical Approach:** Offerors will detail their approach to fulfilling the accompanying IQC Statement of Objective (SOO). The Proposals will be objectively evaluated based on the quality of an innovative technical approach and well-thought-out methodology to support the hosting of multiple industry, government and public policy events that advance the communications objectives of Prosper Africa. agenda through:
  - a) Event planning, logistics and execution
  - b) Procurement of physical outreach materials in support of communications events and activities
- b. **Illustrative Task Order Technical Approach:** Offerors will detail their specific approach to fulfilling the accompanying illustrative Task Order scope of work highlight their methodology for each respective Lot for which they are bidding.

#### **2. Institutional Capacity**

- a. **IQC Institutional Capacity:** Offerors should provide details about their overall experience, expertise, and capacity of their firm to implement their proposed approach detailed in their proposal. Offerors should demonstrate their overall institutional

capacity to implement activities in the SOO for the IQC. Further details can be reviewed in the accompanying IQC SOO. This should also include past performance information for similar activities, relevant experience critical to the success of this work, including experience offering variety of events planning and logistics services to US Government/ Agencies or equivalent clients. Offeror should detail the minimum timeline they require to coordinate and finalize an event.

In addition, the offeror should provide following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: At least Two (2) examples of past performance (i.e., case studies) relevant to this activity. (Limited to two (2) pages per example). Examples should be within the last 5 years.

- b. Illustrative Task Order Institutional Capacity:** Offerors should provide details about their specific experience, expertise, and capacity of their firm to implement the illustrative Task Order SOW. Further details can be reviewed in the accompanying respective Task Order's SOW. This should also include specific past performance information for similar events coordination, relevant experience critical to the success of this work, including experience offering variety of events planning and logistics services to US Government/ Agencies or equivalent clients.

In addition, the offeror should provide following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: At least Two (2) examples of past performance (i.e., case studies) relevant to this activity. (Limited to two (2) pages per example). Examples should be within the last 5 years.

### 3. Management Plan/Staffing Structure

- a. IQC Management Plan/Staffing Structure:** Offerors should include details of their general personnel experience and qualification under respective labor categories who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated tasks. The proposed labor categories should align with the IQC SOO and the technical approach. The proposed personnel should demonstrate strong experience, qualification and roles and responsibility to achieve the scope of work.

In addition to the above, please include the following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: CV(s) of Key Staff proposed in the IQC (Limited to two (2) pages per individual).

- b. Illustrative Task Order Management Plan/Staffing Structure:** Offerors should include details of their specific personnel experience and qualification under respective labor categories who will be assigned to the specific event as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated tasks. The proposed labor categories should align with the illustrative Task Order SOW and the technical approach. The proposed personnel should demonstrate strong experience, qualification and roles and responsibility to achieve the scope of work. Offerors should highlight their specific staffing structure to successfully implement the illustrative Task Order SOW.

In addition to the above, please include the following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual). A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

## **Part 2 – Cost Proposal**

The contract type for the presumptive award is anticipated to be **Indefinite Quality Contract (IQC) type subcontract with provisions for the award of Time and Materials (T&M) or Firm Fixed Price (FFP) Task Orders**, issued by DAI Global, LLC. DAI anticipates issuing the illustrative task orders provided herein, on a Time & Materials (T&M) basis. Subsequent Task Orders issued under the IQC will either be FFP or T&M type Task Order with each respective budget ceiling(s).

**Task Order issued under the IQC:** For Time and Materials (T&M) type Task Orders, the Subcontractor will be reimbursed for actual labor expended, reported, and approved, based on the fixed labor rates agreed in the IQC subcontract, and the actual costs incurred for materials, up to a maximum ceiling, which may not be exceeded without a modification and prior approval of DAI, whereas for Firm Fixed Price (FFP) type Task Orders the subcontractor will bill DAI based on fixed amount deliverables. The deliverables will be priced based on the fixed labor rates agreed in the IQC subcontract and approved non-labor cost up to a maximum ceiling of the Task Order which may not be exceeded without a modification and prior approval of DAI.

**Offerors should complete the attached budget template provided in “Attachment C: Budget/Cost Template” (refer to Attachment B, IQC Scope of Objective and the respective illustrative Task Order Scope of Work, when mapping your labor categories in the provided labor categories in the Budget Template and estimating the level of effort for the illustrative Task Order). The estimated LOE shown in the budget template specific will be used for evaluation purposes. DAI reserves the right to adjust LOE upon award of the IQC. Offeror should map their labor categories into “Attachment C: Budget/Cost Template” labor categories in accordance with requisite experience and education The Offeror may propose to provide services in one or more Lot(s). A separate cost proposal must be submitted for each Lot for which the Offeror is bidding. The cost proposal will comprise of a detailed budget for the IQC Subcontract and the detailed budget for the illustrative Task Order. DAI reserves the right to award one or more lot(s) bid by an Offeror.**

### **For Costing Purposes:**

- The IQC subcontract ceiling is up to USD 2,000,000 per each Lot (*Lot 1: Africa Events and Lot 2: USA Events*).
- For the illustrative Task Orders, DAI anticipate issuing a Time and Material (T&M) type Task Order (TO) issued under the IQC with a ceiling of up to USD 250,000 per each Lot (*Lot 1: Africa Events and Lot 2: USA Events*). **DAI reserves the right to issue or not to issue one or more Task Orders (TO) upon Award of the IQC Subcontract.**

The Offeror’s Cost Proposal for each lot will be evaluated separately. The Cost Proposal **MUST** include proposed labor categories associated with implementing the IQC SOO and the respective Task

Order SOW requirements in accordance with the Offeror's technical approach and management/staffing plan; level of effort (LOE) per labor category; proposed fixed daily labor category rates; and any required non-Labor costs (Other Direct Cost "ODC"). The proposed fixed daily labor rates and category in the IQC **MUST** be used in the cost proposal for the respective Task Order.

The Offeror is required to provide a full itemization of projected non-labor costs that align with their proposed technical approach and management/staffing plan. As such, cost proposals must include detailed descriptions/specifications, estimated quantities and cost per item. **[FOR GUIDANCE PURPOSES ONLY** - Historically, other direct costs for contracts providing the same or similar services represented approximately 20%-30% of the total annual budget. Offerors are however required to provide their own informed costings based on their approach.]

Please limit file submissions to 10 megabytes or less. Note that the successful Offeror must be able to substantiate all cost and demonstrate the reasonableness of cost elements. The Offeror is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

**III. Evaluation of Proposal:** DAI will use Trade Off Method/Best Value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions.

The IQC and Task Order will be evaluated in conjunction and the offerors proposals will be evaluated against a stated number of factors in the IQC SOO and Task Order SOW including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered significantly more important than cost/price factors.**

**Mandatory Requirement**

- a) Offeror shall provide copy of Certificate of Incorporation or registration document.
- b) Offeror shall provide their detailed company profile.
- c) Physical location of operation as follows:
  - Specifically for Lot 1: Africa Events
    - Offeror **MUST** be registered and have physical presence and operations in the African Continent with preference operating across key African cities.
    - Additional physical presence in any country in the Africa Continent will be an added advantage.
  - Specifically for Lot 2: USA Events
    - Offeror **MUST** be registered and have physical presence and operations in the USA with preference operating across key USA cities.

- Additional physical presence and operation in any State in the USA will be an added advantage.
1. **Technical Proposal:** The Technical Proposal (comprising of the IQC and illustrative Task Orders technical proposal) will be scored and evaluated separately from the Cost Proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach, well thought-out methodology, and relevant, effective, and efficient deliverables. The Technical Proposal will be evaluated against the following criteria:

- a. **Technical Approach:**

- 1) **IQC Technical Approach (10 points):** Points for this section will be awarded based on the information presented in the IQC technical approach. The offeror will be scored based on its presentation of a clear methodology of well-planned and sequenced activities that attains the objectives of this activity and also incorporates the offeror's competencies to implement the activities in the IQC SOO but also the Task Order SOW. The successful offeror shall demonstrate they are well-versed and have expertise in providing a wide range of services related to engagement event planning and management, logistics coordination, development outreach materials, procurement of communication/promotional materials in support of the respective events.

Specifically for Lot 1: Africa Events,

- Offeror will demonstrate their methodology to planning and managing the events in Africa.

Specifically for Lot 2: USA Events,

- Offeror will demonstrate their methodology to planning and managing the events in USA.

- 2) **Illustrative Task Order Technical Approach (15 points):** Points for this section will be awarded based on the information presented in the Task Order technical approach. The offeror will be scored based on its presentation of a clear methodology of well-planned and sequenced activities that attains the objectives of this activity and also incorporates the offeror's competencies to implement the activities in the illustrative Task Order SOW. The successful offeror shall demonstrate they are well-versed and have expertise in providing a wide range of services related to engagement event planning and management, logistics coordination, development outreach materials, procurement of communication/promotional materials in support of the respective events.

Specifically for Lot 1: Africa Events, illustrative Task Order SOW

- Offeror will demonstrate their methodology to planning and managing the AmCham Kenya Business Summit engagement event as per the SOW.

Specifically for Lot 2: USA Events, illustrative Task Order SOW

- Offeror will demonstrate their methodology to planning and managing the (1) Corporate Council on Africa US-Africa Business Summit and (2) Global First Ladies Alliance engagement event as per the SOW.

**b. Institutional Capacity:**

- 1) **IQC Institutional Capacity (15 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted examples of successful past performance examples of providing events management support to US/Government or similar clients. Offerors should demonstrate any knowledge and capacity that will support their ability to perform the requirements of the activities in an efficient and effective manner.

Specifically for Lot 1: Africa Events,

- Offeror will demonstrate their institutional Capacity to planning, coordinate and managing the events in Africa.

Specifically for Lot 2: USA Events,

- Offeror will demonstrate their institutional Capacity to planning, coordinate and managing the events in USA.

- 2) **Illustrative Task Order Institutional Capacity (20 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted examples of successful past performance examples of providing events management support to US/Government or similar clients. Offerors should demonstrate any knowledge and capacity that will support their ability to perform the requirements of the activities in an efficient and effective manner.

Specifically for Lot 1: Africa Events, illustrative Task Order SOW

- Offeror **MUST** be based and have operations in the African Continent and have past performance providing event management support within the Africa and to US Government/ Agencies or equivalent clients in timely and efficient manner.
- The offeror should have networks across Africa and key cities and should demonstrate knowledge and technical capacity that will support their ability to perform the requirements of the RFP.
- Offeror shall provide at least two (2) examples of past performance in providing events management (i.e., case studies) relevant to this Lot 1 activities.

Specifically for Lot 2: USA Events, illustrative Task Order SOW

- Offeror **MUST** be based and have operations in the USA and have past performance providing event management support to US Government/ Agencies or equivalent clients within US in

timely and efficient manner. The events supported should have a US nexus.

- The offeror should have networks in across US and key Cities and should demonstrate knowledge and technical capacity that will support their ability to perform the requirements of the RFP.
- Offeror shall provide at least two (2) examples of past performance in providing events management (i.e., case studies) relevant to this Lot 2 activities.

**c. Management Plan/Staffing Structure**

**1) IQC Management Plan/Staffing Structure (15 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of proposed staff, and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the implementation and review. The offeror should clearly demonstrate that they can work in close and time sensitive coordination to deliver events management support under each respective Lot, as well as ability to travel to locations within the US, Africa and/or relevant geographies as the IQC SOO and proposal requires.

The management plan should outline: Proposed Labor Categories and respective qualifications.

**2) Illustrative Task Order Management Plan/Staffing Structure (25 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of proposed staff, and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the implementation and review. The offeror should clearly demonstrate that they can work in close and time sensitive coordination to deliver events management support under illustrative Task Order SOW, as well as ability to travel to relevant geographies as the Task Order SOW and proposal requires.

The management plan should outline:

- 1) Proposed Labor Categories and respective qualifications.
- 2) Clear roles and responsibilities for all staff outlined in the proposal with demonstrated industry experience and qualification in proving events management support. The plan should indicate where the staff are located and, if any portion of the team or consortium will be remote,
- 3) Clear mechanisms for collaboration and coordination with Prosper Africa, industry stakeholders and DAI/ATI's technical team.
- 4) Provide detailed CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual).



2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price/cost reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their cost proposal and supporting cost information, as well as its alignment with the proposed technical approach.

**IV. Offeror's Agreement with Terms and Conditions:** The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a Unique Entity ID (SAM) DAI.

Obtaining a Unique Entity ID (SAM) may take up to 3 weeks or more. Therefore, offerors are strongly encouraged to initiate the process to obtain a Unique Entity ID (SAM) prior to submitting an offer. It is preferred that **the Unique Entity ID (SAM) is submitted along with the Technical and Cost Proposals**. If an offeror is selected for award but does not have a Unique Entity ID (SAM), DAI reserves the right to deem the offeror ineligible for award or apply additional conditions in any resultant subcontract/purchase order. A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors is attached to this RFP. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,  
**DAI ATI Procurement and Partnerships Team**  
[ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)