



Request for Proposals (RFP) – Media Agency

Issuing Organization	German-Arab Association for Mental and Social Health (DAGP e.V.)
Project Name	Balsam-Kid Project
Place of Implementation	Damascus, Syria (with remote coordination as applicable)
Contract Duration	From beginning of contract until 30 November 2027
Tender Start Date	17 April 2026
Tender Closing Date	11 May 2026 until 10 am
Deadline for Questions	08 May 2026 until 4 pm
Contact Person	Rima Saad – Project Coordinator
Email for questions	r.saad@balsam-dag-ev.de
Submission Email	<i>Please be sure to include both emails</i> r.saad@balsam-dag-ev.de project@balsam-dag-ev.de
Contract Start (Expected)	Within 10 working days after contract signature
Language of Submission	English or Arabic
Currency of Financial Offer	Euro (EUR only)

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1. Overview and Introductions

1.1 About DAGpsych e.V

The German-Arab Association for Mental and Social Health (DAGP e.V.) is a legally recognized, independent, non-profit organization founded in October 2023 in Berlin. It aims to promote the mental and social well-being of Arabic speakers in Germany and in international crisis zones through culturally sensitive, community-oriented, and multidisciplinary programs. The program focuses on supporting refugees, migrants, and individuals traumatized by war and displacement.

DAGP e.V. works interdisciplinarily with experts in psychiatry, psychotherapy, social work, child and youth care, and intercultural education. Its focus is on trauma and migration, child and adolescent psychiatry, family mental health, and social engagement. The association's activities include psychological counseling, group therapy, educational psychotherapy events, continuing education, and the development of standardized training concepts for professionals and social workers. In addition, DAGP e.V. participates in international cooperation projects in the health and social sectors, particularly in Syria.

1.2 About the Project “Balsam-Kid”

Syrian Context

Syria has been in a deep humanitarian crisis for 14 years, with the collapse of education and health and the absence of psychological services for children. The Ministry of Health has identified mental health support as a priority.

Children in Syria are suffering from profound psychological effects because of 14 years of war, including displacement, loss of relatives, and exposure to violence. Reports from the World Health Organization and UNICEF indicate that at least 25% of Syrian children display psychological symptoms, considering the almost complete absence of infrastructure specialized in child psychiatry.

Mental health is a basis for development and social participation. Children in Syria suffer from trauma and psychological illnesses while there is no national system of psychological care for children under 12 years of age.

Balsam Kid

Project Objective:

The project aims to develop a model national center for child and adolescent psychiatry in Syria, located at the University Hospital in Damascus. Supporting a five-bed inpatient unit, establishing a specialized outpatient clinic, and training 20 specialists will create a previously lacking care structure for children under

twelve. The project is supported by a website and many community outreach activities. The project mainly works with medical, psychological, and social staff from the children's hospital to help build a specialized clinic for children's psychiatry which will in turn lead to helping children with mental health conditions, their families, and the extended social environment on the long run.

Main Activities:

- Providing medical equipment and IT infrastructure (including computers) for a five-bed pediatric ward, a specialized outpatient clinic, and a specialized library;
- Training 20 specialists (3 pediatricians, 10 adult psychiatrists, 5 psychologists, and 2 social workers) as part of a two-year training program (theory, practice, and supervision) led by Syrian and German experts;
- Creating a digital project platform (project website) for documentation and community education in Arabic;
- Implementing ten community educational events to promote early intervention, particularly by parents, teachers, and caregivers.

This project lays the foundation for a specialized child psychiatric care system in Syria – with the aim of creating a viable model for national expansion.

1.3 About Media Agency

General Overview

As part of the Balsam-Kid Project, we have put a big emphasis on Media and Communications. The project aims to reach the targeted community in an easy and accessible way. Our target community expands over multiple groups, most importantly our trainees and other experts who will need access to our educational library that is being built through this project and the affected community members who will need to seek our clinic for help.

Balsam-Kid is currently on the lookout for a service provider who can manage all our Media and Communications needs. This entails all matters in relation to our online presence (Website and Social Media), coverage of our live events directly on the ground and the provision of all printable materials throughout the Projects' span and the contract period between Balsam and said contractor.

The contractor needs to provide all said service with high quality in coordination with the Balsam-Kid team, deliver all tasks on time, and be able to join all required events in Damascus.

General Scope of work

Section Title	Description
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1. Project's Visual Identity	Develop a cohesive and professional visual identity that reflects the project's goals and target audience.
2.Website incl. Media Library	Design and develop a user-friendly website to present project information and host a structured scientific library.
3, Management of Social Media Platforms	Manage social media accounts and ensure consistent, synchronized content with the website.
4.Media Coverage in Damascus	Provide professional media coverage for events and activities conducted in Damascus.
5.Design and Printing of 3,000 Flyers	Design and produce awareness materials to promote the project and reach the target audience.
6.Design and Production of Other Media Materials	Create and produce a range of additional media materials to support project communication and outreach.

2. Description of Tasks, Requirements and How to Apply

2.1 Task description and deliverables

Main Tasks

1. Designing the Project's Visual Identity
2. Creating a Website for a Medical Project (Including a Scientific Library)
3. Management of Social Media Platforms and Content Synchronization with the Website
4. Media Coverage Services for Project Events and Activities in Damascus
5. Design and Printing of 3,000 Project Awareness Flyers
6. Design, Production, and Printing of All Other Media Materials for the Project

Full Task Description

1. Designing the Project's Visual Identity

Design and Development of the Complete Visual Identity for the Project, Including Delivery of Brand Guidelines while ensuring its applicability across all media (print, digital, and promotional).

1.1. Conducting a Needs Analysis and relevant Research to define objectives and target audience. Review and confirm findings with the Contracting Authority.

1.2 Logo Design: Develop the projects logo with all variations. Requirement to offer multiple choices and decide in agreement with Balsam team.

1.3 Full and regular design standardization through:

- Providing color codes in all formats (CMYK, RGB, Pantone, HEX).
- Select primary and secondary fonts (Arabic and English) suitable for the project.
- Define usage rules (headings, body text, secondary text, sizes, spacing).
- Design patterns or distinctive backgrounds.
- Custom icon set (10-20 icons) related to project activities.
- Additional graphic elements (illustrations or graphic motifs) for use in promotional materials.

1.4 Practical Applications (Mockups): Provide realistic mockups demonstrating the identity application on any printable item to ensure quality and look. Requirement of approval from Balsam team.

1.5 Internal Guidelines Document: Prepare a comprehensive guidelines document (interactive PDF) in both Arabic and English, including all points above to use as reference and learning material. Look and structure can be discussed and approved with Balsam team.

2. Creating a Website for a Medical Project – Including a Scientific Library

To create an informational and documentary website for the project, in addition to a comprehensive scientific library.

2.1 The website should: Document the project's phases, activities, and outputs while containing all relevant information, easy feedback and communication channels and have a clear/easy to use structure.

2.2 Website Structure: to be useable on mobile, computer and any useable device. To be comprehensive and clear in all requested languages, especially Arabic, English and German. Balsam team can support clearing out any medical terms or general language recommendations. German is not a requirement but is preferred.

2.3 Visibility: Integration with Google Analytics and SEO and use of all relevant marketing and visibility platforms.

2.4 Technical Requirements; Contractor is welcome to suggest suitable changes in agreement with Balsam team.

- Suitable hosting (Linux/cPanel)
- Project-specific domain (.org or .com) for 3 years
- Good loading speed and optimized performance
- Daily or weekly backup system
- Malware protection (SSL, Firewall)

2.5 Regular publishing and updating services for online courses library (whether pre-recorded or recorded live sessions), while ensuring high organization and proper storage on website and all relevant platforms

2.6 Perform full professional editing, including: cutting, assembling, adding transitions, color correction, audio enhancement, noise removal, and adding text/subtitles as needed.

3. Management of Social Media Platforms and Content Synchronization with the Website

Creation and Development of all relevant Social Media Pages and Accounts with continuous updates and Synchronization with the Website.

3.1 The Contractor shall create and develop official accounts for the Contracting Authority on the agreed social media platforms (e.g., Twitter/X, Instagram, Facebook, LinkedIn, YouTube, TikTok, Snapchat, and others as required).

3.2 Design and configuration management: align the visual identity with the Contracting Authority's official website while managing all necessary technical settings (account verification, inter-account linking, privacy and security settings, activation of business features where applicable).

3.3 Responsibility for Content Updating and Publishing: Regular announcements of news items, articles, and events on a minimum weekly basis in agreement with a set schedule and coordination with Balsam team. The task is to be completed with consistency and uniformity for all publishing.

3.4 Document updates through a weekly/monthly content log sheet and schedule that includes all posts with links to content and material.

3.5 Obtain prior written or electronic approval from the Contracting Authority for every post before publication, especially those linked to website content.

3.6 Performance Requirements and Measurement through Key Performance Indicators (KPIs). Submitting a monthly report to compare and address KPIs and perform boosts when necessary.

3.7 Ensure no violation of intellectual property rights or privacy. As well as compliance with the policies of each social media platform and the Contracting Authority's policies regarding content.

4. Media Coverage Services for Project Events and Activities in person in Damascus

*The Contractor shall provide full professional media coverage for all field events and activities related to the project in Damascus, including high-quality photography and videography, followed by rapid editing and production, and immediate publishing on the official website and the Contracting Authority's social media accounts. This coverage shall span **30 working/event days** distributed according to the project implementation schedule, which will be provided by the Contracting Authority.*

4.1 On-Site Coverage in Damascus: Photography, Videography, Editing, Content Production, and Publishing around 30 Days in total, distributed over the projects span.

4.2 Provide a specialized coverage team at the venue of each event in Damascus as per the agreed schedule. And make sure to arrive at the site around an hour before the event starts and remain until its conclusion to ensure comprehensive coverage.

4.3 Capture all key moments and important details (opening, speeches, activities, audience interaction, general venue shots) through high quality photos and videos.

4.4 Produce main highlights of each event:

- video lasting 1 to 3 minutes summarizing the event.
- 2-4 short clips (Reels/Clips) lasting 15-60 seconds, optimized for social media platforms.
- Add professional elements: royalty-free background music, explanatory text, the Authority's logo, standardized intro and outro.
- Write engaging captions with unified hashtags for each post, including links directing traffic to the official website.

4.5 Fully archive all raw and final materials and deliver them to the Contracting Authority at the end of the project on a cloud service and/or an external storage device.

4.6 Contracted Media Agency must provide its own modern professional equipment and a qualified team based in or able to travel to Damascus.

4.7 Legal compliance: Strictly comply with photography and filming laws and regulations in Syria and obtain any necessary permits if required. Transfer full intellectual property rights for all photos and videos to the Contracting Authority.

5. Design and Printing of 3,000 Project Awareness Flyers

The Contractor shall provide complete creative and professional design services for the project-related awareness brochures, followed by high-quality printing and delivery ready for distribution, totaling 3,000 copies, in accordance with the technical specifications and timeline specified by the Contracting Authority.

5.1 Design: Prepare a creative and attractive design that fully aligns with the Contracting Authority's visual identity (colors, logo, approved fonts). With multiple revision rounds and ensuring final written approval from the Contracting Authority before proceeding to the printing stage.

5.2 Technical Specifications for the Brochures:

- Size: A5 (closed) or A4 folded into three parts (Tri-fold) – to be specified as agreed.
- Number of pages: 6 pages (tri-fold) or as per the approved design.
- Paper type: Coated gloss or matte paper, weight 135-170 gsm.
- Printing: Full color (CMYK 4+4) on both sides.
- Finishing: Precise cutting, machine folding, no lamination unless explicitly requested.
- Print quality: Use high-quality offset or digital printing technology to ensure sharpness of colors and text.

5.3 Quantity and Delivery: Total quantity: 3,000 copies ($\pm 5\%$ maximum overrun or underrun). Must deliver a printed prototype (Dummy) for final review before printing the full quantity.

5.4 Additional Obligations: The Contractor shall bear responsibility for print quality and delivery in good condition free of defects. In case of printing or design errors due to the Contractor's negligence, the Contractor shall reprint at no additional cost.

6. Design, Production, and Printing of All Other Media Materials for the Project

The Contractor shall provide complete creative and professional design services for all required media materials, followed by high-quality production and printing, and delivery ready for use, while fully adhering to the Contracting Authority's visual identity and the technical specifications detailed below.

6.1 General Design: Design all materials in full alignment with the Contracting Authority's visual identity (logo, colors, approved fonts) with multiple revision rounds for each design until obtaining final written approval from the Contracting Authority before commencing production.

6.2 Technical Specifications and Quantities:

Item	x	Size	Material	Structure	Finishing
Roll-Up Banners	10	85 × 200 cm	Vinyl (440–510 gsm)	Aluminum retractable stand with carrying bag	Clean edges, optional metal eyelets, full-color print
Banners (Outdoor/Indoor)	20	As required	Weather-resistant vinyl (440–510 gsm)	Flexible banner	Grommets every 50 cm, reinforced edges, high-res print
Reflective Safety Vests	10	M, L, XL	Polyester with reflective strips	Vest with pockets, Velcro/zip closure	Printed logo/text (durable finish)
Printed Adhesive Vinyl	10	Custom cuts	Adhesive vinyl (monomeric/polymeric)	Applied to surfaces (walls, vehicles, glass)	Laminated (matte/gloss), UV & water resistant
Sheet Advertising Boards	20	70 × 100 cm	Foam board (5 mm) / Coroplast (4–5 mm)	Rigid board	UV print or vinyl application, optional

6.3 Production and Delivery: Provide a physical prototype for each material type for review and approval before full production. Deliver to the location specified by the Contracting Authority (in Damascus or as agreed), with secure packaging to protect materials from damage.

6.4 Guarantee print quality, material durability, color fastness, and weather resistance for outdoor items. Deliver final source design files (AI or PSD + PDF) for all designs.

6.5 Additional Obligations: Transfer full intellectual property rights for the designs and produced items to the Contracting Authority. And in case of manufacturing or printing defects, the Contractor shall replace defective items at no extra cost.

General Provisions

1. Legal and Contractual Obligations

The Service Provider shall comply with all applicable national and international laws, regulations, and professional standards throughout the duration of the contract. The Service Provider shall be solely responsible for obtaining any permits, licenses, or authorizations required for the implementation of the services.

1.1 Confidentiality: The Service Provider shall treat all information, documents, and data obtained in connection with the project as strictly confidential and shall not disclose such information to any third party without prior written approval from the Contracting Authority.

1.2 Data Protection and Privacy: The Service Provider shall ensure the secure handling, storage, and processing of any personal or sensitive data in accordance with applicable data protection regulations.

1.3 Conflict of Interest: The Service Provider shall disclose any actual or potential conflict of interest that may affect the impartial performance of its obligations under this contract.

2. Intellectual Property and Usage Rights

All deliverables, including but not limited to designs, multimedia content, publications, and any other materials produced under this contract, shall become the exclusive property of the Contracting Authority. The Service Provider shall not use, reproduce, or distribute any materials without prior written consent.

3. Implementation and Delivery

The Service Provider shall adhere strictly to the agreed timeline and delivery schedule. Any anticipated delays must be communicated in writing and approved in advance by the Contracting Authority. Unjustified delays may result in penalties or contract termination.

3.1 Quality Assurance and Standards All deliverables must meet high professional and technical standards and comply with the requirements outlined in this agreement. The Contracting Authority reserves the right to reject deliverables that do not meet the agreed specifications.

3.2 Review and Approval Process: All outputs shall be subject to review and approval by the Contracting Authority. The Service Provider shall incorporate feedback and submit revised versions within the agreed timeframe.

3.3 Revisions and Amendments: The Service Provider shall provide revisions to deliverables as reasonably requested by the Contracting Authority, within the scope of the agreement and without additional cost, unless otherwise specified.

4. Coordination and Communication

The Service Provider shall maintain regular communication with the Contracting Authority and submit periodic progress reports, as agreed, detailing activities performed, outputs delivered, and any challenges encountered.

4.1 Coordination with Stakeholders: The Service Provider shall coordinate closely with the Contracting Authority, project teams, and relevant stakeholders to ensure consistency and alignment of all outputs.

5. Financial and Administrative Provisions

5.1 Payment Terms: Payments shall be made in accordance with the agreed schedule, based on the satisfactory completion and acceptance of deliverables, and upon submission of valid invoices.

5.2 Subcontracting: The Service Provider shall not subcontract any part of the services without prior written approval from the Contracting Authority and shall remain fully responsible for the performance of any approved subcontractors.

6. Ethical and Operational Standards

6.1 Compliance with Branding Guidelines: All deliverables must comply with the project's approved branding and visual identity guidelines, as provided by the Contracting Authority.

6.2 Ethical Standards and Conduct: The Service Provider shall uphold high standards of integrity and professional conduct, ensuring that all content is appropriate, accurate, and culturally sensitive.

7. Risk and Termination

7.1 Termination Clause: The Contracting Authority reserves the right to terminate the contract, in whole or in part, in the event of non-performance, breach of contractual obligations, or other justified reasons, upon written notice.

7.2 Force Majeure: Neither party shall be held liable for failure to perform its obligations if such failure is due to unforeseen circumstances beyond its reasonable control, including but not limited to natural disasters, conflicts, or other emergencies.

Full list of Deliverables and Timelines

Component	Deliverable	Timeline
1. Project's Visual Identity	1.1 Logo design (multiple concepts and variations)	Concept phase: 1 week
	1.3 Full visual identity system (colors, typography, usage rules, icons, patterns)	Full development: 1-2 weeks
	1.4 Application mockups for key materials 1.5 Brand guidelines manual (Arabic & English, interactive PDF)	Final approval: 1-2 weeks
2. Website incl. Media Library	2.1 Responsive multilingual informational website	
	2.2 Structured scientific/media library with search functionality	Design & prototype: 2-4 weeks
	2.3 SEO, analytics, and visibility tools integration	Beta version: 4-6 weeks
	2.4 Hosting, domain setup, security (SSL/firewall), and backups	Necessary edits: 2-4 weeks
	2.5 Content management system for media/library uploads	Content updates: ongoing
	2.6 Editing and processing of uploaded media content	
3. Management of Social Media Platforms	3.1 Creation and configuration of official accounts	
	3.2 Visual identity alignment across platforms	Setup: 1-2 weeks
	3.3 Content planning and weekly publishing of posts and updates	Content strategy: 2-3 weeks
	3.4 Content approval workflow and publication logs	
	3.5 Monthly KPI and performance reporting	Implementation: continuous
	3.6 Compliance with platform policies and data protection requirements	Reporting: monthly
4. Media Coverage in Damascus	4.1 Full event coverage (photo/video) for approx. 30 event days	As per event schedule (approx. 30 days total)
	4.2 On-site media team deployment per event	

	4.3 Capture of key activities and stakeholder engagement	Post-event delivery: 5–7 working days
	4.4 Production of highlight video (1–3 minutes) and short clips (2–4 per event)	Final archive: 2–3 weeks after last event
	4.5 Publication-ready captions and social media materials	
	4.6 Archiving and delivery of raw and edited files	
	4.7 Compliance with local regulations and intellectual property transfer	
5. Design and Printing of 3,000 Flyers	5.1 Flyer design aligned with approved visual identity	Design: 1–3 weeks
	5.2 Print-ready files and final approved artwork	Proof approval: 1–2 weeks
	5.3 Production of 3,000 printed copies ($\pm 5\%$)	
	5.4 Printed prototype (proof) prior to mass production	Printing & delivery: 2 weeks
6. Design and Production of Other Media Materials	6.1 Design of all materials in line with visual identity	
	6.2 Roll-up banners (10 units)	
	Outdoor/indoor banners (20 units)	Design phase: 2–3 weeks
	Reflective vests (10 units)	
	Printed adhesive vinyl materials (10 units)	Prototype approval: 1–2 weeks
	Advertising boards (20 units)	Production & delivery: 3–4 weeks
	6.3 Prototype samples for approval	
6.4 Final production files (AI/PSD/PDF)6.10 Final production and delivery of materials		

2.2 Requirements

Requirements in short

- Legally registered company
- Proven experience in media, web development, and social media management
- Strong technical capacity and relevant portfolio
- Submission of complete administrative and financial documents
- At least two reference letters from previous clients

- Ability to start within 10 working days of contract signing
- Ability to work closely and coordinate with the project team
- Commitment to delivery timelines and project requirements
- Financial proposal in EUR (valid for minimum 30 days)

Application Regulations

1. General Requirements

1.1 The bidder must submit a proposal fully compliant with all terms, conditions, and specifications outlined in this Request for Proposals (RFP). Non-compliant proposals may be rejected.

1.2 The bidder must be able to commence work within **ten (10) working days** from the date of contract signature and must adhere strictly to the agreed implementation schedule.

1.3 The bidder must demonstrate the ability to coordinate closely with the Contracting Authority and maintain effective and timely communication throughout the assignment.

2. Technical Capacity

2.1 The bidder must have proven expertise in media production, website development, and social media management.

2.2 The bidder must demonstrate prior experience in delivering similar services for institutional or organizational clients.

2.3 The bidder must have sufficient technical and human resources to successfully implement all required tasks.

3. Legal and Administrative Requirements

3.1 The bidder must be a legally registered company or organization with the relevant authorities.

3.2 The bidder must provide valid company registration documents.

3.3 The bidder must provide at least two (2) reference letters from previous or current clients, including:

- Organization name
- Contact phone number
- Email address
- Date of issuance

4. Financial Requirements

4.1 Financial offers must be submitted in **Euros (EUR) only**.

4.2 Prices must be a lumpsum of all services. Please feel free to add service details, and prices, but we will be considering the price in full for the service over the contract timeline.

4.3 The financial proposal must be clear, complete, and free from corrections or ambiguity.

4.4 The quotation must remain valid for at least **thirty (30) calendar days** from the submission deadline.

5. Operational Requirements

5.1 The selected service provider must provide training to the Contracting Authority's team on the use of the website and digital platforms.

5.2 All access credentials must be securely handed over and must not be modified without prior approval of the Contracting Authority.

5.3 The service provider must ensure continuity of services and immediately report any risks or delays.

5.4 In case of repeated delays or non-performance, the Contracting Authority reserves the right to review or terminate the contract.

6. Performance Monitoring

6.1 The service provider's performance will be reviewed on a quarterly basis.

6.2 Based on performance evaluations, the Contracting Authority may:

- Continue the contract
- Modify the scope of work
- Terminate the contract

2.3 EVALUATION OF PROPOSALS

General Terms

- Bidders must submit complete and detailed proposals with sufficient information to allow for proper evaluation.
- Balsam Organization reserves the right to reject any bid that is incomplete, non-compliant, or clearly unrealistic in terms of pricing (either excessively high or low).
- Bidders whose proposals are rejected will be informed of the reasons for rejection.
- Balsam Organization may verify or request additional information from any bidder or external source during the evaluation process.

Evaluation of Bids

- Bidders must achieve a minimum of **70% in the technical evaluation** to qualify for financial evaluation. Financial proposals of bidders scoring below this threshold will **not be considered**.

Evaluation Criteria	Description	Weight (%)
Technical Quality	Quality of samples, methodology, and understanding of the assignment	40
Relevant Experience	Proven experience in similar projects and references	20
Team Capacity	Qualifications and capacity of the proposed team	10
Financial Offer	Cost-effectiveness and clarity of financial proposal	30

Basis of Contract Award

- The contract will be awarded to the bidder achieving the **highest overall score (out of 100 points)**.
- Balsam Organization is **not obligated** to award the contract to:
 - The lowest-priced offer, or
 - The highest technically scored bid alone
- Both **technical merit and cost-effectiveness** will be considered in the final decision.
- Any adjustments will be made within the overall scope of the contract.

2.4 HOW TO APPLY

Application Submission in short

- Submit proposals via email to the designated address to both emails
 - 1. r.saad@balsam-dag-ev.de and
 - 2. project@balsam-dag-ev.de (in CC)
- Deadline for submission:
11 May 2026, 10:00 am and late submissions will not be accepted
- Please specify subject line as “**Proposal – Media Agency - {Name of your agency}**” in the title
- Submit complete application package, incl. the following:
 - A. Fillable Forms: (to find at the end of this Tender)**
 - 1) Appendix 1 – Applicant Information
 - 2) Appendix 2 - Financial Receivables Agreement
 - 3) Appendix 3 – Request for Quotation
 - 4) Appendix 4 – Base Information for Technical Proposal
 - 5) Appendix 5 - Compliance Confirmation Checklist
 - B. Attachments and additional documents**
 - 1) References (2 or more)
 - 2) Portfolio showcasing some of your latest work
 - 3) Brief proposal (max 2 pages describing your approach) and CVs of main persons who will be working on the project
 - 4) Company registration certificate
- Financial proposal must be in EUR only
- Send any questions by 08 May 2026 until 4 pm to r.saad@balsam-dag-ev.de
- Incomplete applications may be rejected; please be sure you include all documents requested here.

Full Description

1. Submission Deadline

1.1 Offers must be received no later than Monday, **11 May 2026, at 10:00 am.**

1.2 Late submissions will not be accepted under any circumstances.

2. Submission Method

2.1 Applications must be submitted electronically via email to the address specified by the Contracting Authority.

2.2 The submission email must clearly indicate the subject line as:
“Proposal – Media Agency - {Name of your agency}”

3. Clarifications and Questions

3.1 Any requests for clarification or additional information must be submitted no later than **4:00 PM on Friday, 8 May 2026.**

3.2 Questions must be sent to the official email address provided in the RFP (r.saad@balsam-dag-ev.de).

4. Submission Composition

Each proposal must include the following components:

- **Technical Proposal** (including portfolio, 2 or more reference and short proposal with main CVs)
- **Financial Proposal** (in EUR only, with clear unit pricing and totals – please use the RFQ Form included at the end)
- **Administrative Documents** (company registration, signed Forms included in this Tender)
- **Signed Compliance Document** (signed specifications confirmation and checklist, both to be found at the end of this tender)

5. Important Conditions

5.1 The Contracting Authority bears no responsibility for any costs incurred during preparation or submission of proposals.

5.2 Submission of an application does not guarantee award of contract or any form of compensation.

3. Forms and Appendices

All Fillable Forms

Appendix 1 – Applicant Information

العنوان \ Address	اسم المورد \ Triple Supplier Name الثلاثي	اسم الشركة / Company Name
الموقع الالكتروني \ website	رقم الهاتف \ phone number	الايمل \ Email
الختم \ stamp	توقيع المزود \ Supplier signature	معلومات إضافية \ Additional information

معلومات ترخيص المزود \ supplier license information		
مكان الترخيص Location of license	رقم الترخيص license number	اسم الشركة company name
العنوان بالتفصيل / address	الايمل E-mail	رقم هاتف للتواصل Phone Number
معلومات الحساب البنكي \ Bank account information		
اسم صاحب الحساب Account Holder's Name	نوع الحساب Account type	اسم البنك Bank name
رقم الأيبان IBAN	رقم الحساب Account number	عملة الحساب Account currency

Appendix 2 - Financial Receivables Agreement

آلية استلام المستحقات المالية في حال تم توقيع العقد معكم the Mechanism for Receiving Financial Receivables in the event of signing the contract with you	
<p>Do you agree to receive payments via bank transfer? Balsam Organization will transfer the tender amount according to the installments agreed upon in the contract, with the transfer currency being Euros.</p> <p>The supplier is required to provide official invoices bearing the company letterhead and seal for financial documentation.</p> <p>The payment will be transferred as follows: Balsam will transfer the supplier's financial dues via bank transfer to the supplier's account in four installments within a period not exceeding 10 working days from the date the supplier submits the invoice and final delivery notes, and after verifying that the supplied materials conform to the required specifications.</p> <p>The supplier guarantees the quality of the supplied materials and undertakes to replace any materials that do not conform to the specifications.</p> <p>If the supplied materials do not conform to the samples and required specifications, and no agreement is reached with the supplier, a penalty clause will be applied to the supplier, amounting to up to 10% of the contract value. The organization has the right to replace the services provided by the supplier and to issue new price quotations or select a supplier with the closest price that meets the same requirements.</p>	<p>هل توافق على استلام الأموال من خلال حساب بنكي حيث ستعمل منظمة بلسم على تحويل قيمة الدفع وفق الدفعات المتفق عليها في العقد على أن عملة التحويل باليورو.</p> <p>يشترط على المورد تقديم فواتير مالية مرووسة ومختومة بختم الشركة للتبريرات المالية.</p> <p>سيتم تحويل الدفعة المالية وفق التالي:</p> <p>ستعمل بلسم على تحويل المستحقات المالية للمورد عن طريق حوالة بنكية الى حساب المورد وذلك على 4 دفعات وذلك خلال فترة لا تتجاوز 10 أيام عمل من تاريخ تقديم المورد للفاتورة وكشوف الاستلام النهائية وبعد التأكد من مطابقة المواد المقدمة للمواصفات المطلوبة</p> <p>على أن يضمن المورد جودة المواد المقدمة ويتكفل باستبدال المواد التي لا تطابق المواصفات.</p> <p>وفي حال عدم مطابقة المواد المقدمة للعينات والمواصفات المطلوبة ولم يتم التوصل الى اتفاق مع المزود يتم تنفيذ شرط جزائي بحق المزود قيمته تصل إلى 10% من قيمة العقد والمنظمة الحق في استبدال الخدمات المقدمة من قبل المزود ويكون لها الحق في إجراء عروض أسعار جديدة أو اختيار أحد الموردين الأقرب بالسعر والمستوفي للشروط في العروض نفسها.</p>
Proof of Liability / اثبات المسؤولية	
<p>Grant eligibility (Referral) Company/supplier name</p> <p>.....</p> <p>testifies that it is eligible and capable of receiving a referral for the supply of Stationery in accordance with the specifications stated</p>	<p>أهلية تلقي المنحة (الإحالة) إن اسم الشركة/المزود</p> <p>.....</p> <p>تشهد/يشهد بأنها مؤهلة وقابلة لتلقي إحالة الخدمات الإعلامية وفق المواصفات المبينة</p>
<p>Certified negotiator: Company / supplier Name</p>	<p>المفاوض المعتمد: اسم الشركة/المزود</p> <p>.....</p> <p>إن عرض السعر هذا خاص بمشروع</p>

<p>.....</p> <p>This bid is for a project</p> <p>.....</p>	<p>.....</p>
<p>Company / Provider Name:</p> <p>This person is accredited in negotiating this offer related to a request to Contract with media agency.</p> <p>The name and address of the authorized person.</p> <p>Name :</p> <p>.....</p> <p>Address :</p> <p>.....</p> <p>Phone Number:</p> <p>.....</p> <p>E-mail</p> <p>.....</p>	<p>اسم الشركة/المزود:</p> <p>إن هذا الشخص معتمد في التفاوض لهذا العرض المتعلق بطلب التعاقد مع وكالة إعلامية.</p> <p>اسم الشخص المفوض وعنوانه.</p> <p>الاسم:</p> <p>.....</p> <p>العنوان:</p> <p>.....</p> <p>الهاتف:</p> <p>.....</p> <p>الإيميل</p> <p>.....</p>
<p>Adequate financial sources:</p> <p>that</p> <p>.....</p> <p>owns sufficient financial resources to implement this referral that may result from this call.</p>	<p>المصادر المالية الكافية:</p> <p>إن</p> <p>.....</p> <p>تملك/يملك المصادر المالية الكافية لتنفيذ هذه الإحالة التي قد تنجم عن هذه الدعوة.</p>
<p>Completeness:</p> <p>that</p> <p>.....</p> <p>Able to complete the terms of the contract that may result from this invitation and the schedule of delivery taking into account all existing business and government and commercial pledges.</p>	<p>قابلية الاستكمال:</p> <p>إن</p> <p>.....</p> <p>قادرة على استكمال بنود العقد الذي قد ينجم عن هذه الدعوة وجدول التسليم أخذة بالاعتبار كل تعهدات العمل والتعهدات التجارية والحكومية الموجودة.</p>
<p>Achievement record, integrity and business ethics:</p> <p>That</p> <p>.....</p> <p>testifies / certifies that any of its affiliates is not prohibited, suspended, prohibited, or declared unworthy of the grant or contracts by any grant agency and during the period of the past 3 years from making this offer, no contract for the company has been terminated due to negligence by any grant agency.</p>	<p>سجل الإنجاز ونزاهة وأخلاق العمل:</p> <p>إن</p> <p>.....</p> <p>تشهد/يشهد بأن أي من منتسبها ليس محظور، أو موقوف أو ممنوع أو مصرح بأنه غير جدير للمنحة أو العقود من قبل أي وكالة منح وخلال فترة 3 سنوات ماضية من إجراء هذا العرض لم يتم إنهاء أي عقد للشركة بسبب الإهمال من قبل أي وكالة منح.</p>
<p>Certificate in support of terrorism:</p> <p>that</p> <p>.....</p> <p>Witness that she / he is not on the list of the State Treasury Office to monitor foreign aid in the United</p>	<p>شهادة تتعلق في دعم الإرهاب:</p> <p>إن</p> <p>.....</p>

<p>States of America, especially the list of designated countries and that it is eligible and acceptable to participate according to this invitation</p>	<p>تشهد بأنها / أنه ليست على قائمة مكتب خزينة الدولة لمراقبة المساعدات الأجنبية في الولايات المتحدة الأمريكية وخاصة قائمة الدول المخصصة وأنها مؤهلة ومقبولة للمشاركة وفق هذه الدعوة</p>
<p>Organization, experience, accounting system, work control, and technical expertise That Have access to the organization, expertise, and accounting and work monitoring system, and the necessary technical expertise.</p>	<p>التنظيم والخبرة ونظام المحاسبة ومراقبة العمل والخبرات التقنية إن تملك التنظيم والخبرة ونظام المحاسبة ومراقبة العمل والخبرات التقنية الضرورية أو لديها إمكانية الحصول عليها.</p>
<p>Equipment and facilities: that It has the necessary products, buildings, technical equipment, and facilities or has access to it.</p>	<p>المعدات والتسهيلات: إن لديها المنتجات والأبنية والمعدات التقنية والتسهيلات اللازمة أو لديها إمكانية الحصول عليها</p>
<p>Accept the conditions of the invitation: that Accept all conditions of the invitation</p>	<p>قبول شروط الدعوة: إن يقبل بكل شروط الدعوة</p>

Appendix 3 – Request for Quotation

For supplier to fill in: يعبئ من قبل المزود:					
Description of Goods / Services وصف المادة أو الخدمة	Unit الوحدة	Quantity الكمية	Unit Price سعر الوحدة	Total Price السعر الإجمالي	Availability date تاريخ توفر الخدمة
<i>Please add general description that fits the total price, no need for a detailed pricing per Unit</i>					
	Contract	1			
				Subtotal	المجموع
				Sales tax (if applicable)/	ضرائب المبيعات
				Other charges (if applicable)/	أجور أخرى
				TOTAL	الإجمالي
Additional information required from supplier: المعلومات الإضافية المطلوبة من المورد					
[1] Quote validity period فترة صلاحية عرض السعر					

Appendix 4 – Base Information for Technical Proposal

Please note that an extra proposal is required as per earlier specification on HOW TO APPLY. This is for a general overview of your work; you can use it to help you organize your proposal.

Please link some of your work here that we may find interesting. Make sure that it is related to one of your references or included in your overall Portfolio.

Name of Client	Link to Content/Material	Type
		<i>Specify if Videos, Photos, Websites, Branding Projects, etc</i>

Please describe all attached Reference Letters here:

Name of Organization	Email/Contact Stated on the Reference letter	Date of Project

Any Notes on the above can be added in this section:

...

Appendix 5 - Compliance Confirmation Checklist

Section	Requirement / Statement	Yes	No	Notes
General	Read and understand complete Tender	<input type="checkbox"/>	<input type="checkbox"/>	
General	Stated all Contact information clearly	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement	Filled Appendix 1	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement	Filled Appendix 2	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement	Filled Appendix 3	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement	Filled Appendix 4	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement	Filled Appendix 5	<input type="checkbox"/>	<input type="checkbox"/>	
Attachment	Attached Portfolio	<input type="checkbox"/>	<input type="checkbox"/>	
Attachment	Attached 2 or more references	<input type="checkbox"/>	<input type="checkbox"/>	
Attachment	Attached Proposal incl. CVs	<input type="checkbox"/>	<input type="checkbox"/>	
Attachment	Company registration	<input type="checkbox"/>	<input type="checkbox"/>	
Financial Proposal	Currency is Euro (EUR) only	<input type="checkbox"/>	<input type="checkbox"/>	
Financial Proposal	Price validity is minimum 30 calendar days	<input type="checkbox"/>	<input type="checkbox"/>	
Payment Terms	Accept payment via bank transfer (EUR)	<input type="checkbox"/>	<input type="checkbox"/>	
Payment Terms	Accept 4-installment payment structure	<input type="checkbox"/>	<input type="checkbox"/>	
Payment Terms	Able to provide official stamped invoices	<input type="checkbox"/>	<input type="checkbox"/>	
Payment Terms	Accept penalty clause (up to 10%)	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Website creation & management included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Social media management included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Visual identity design included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Content production and Online Library included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Media coverage in Damascus (30 days) included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Flyer design & printing (3,000 copies) included	<input type="checkbox"/>	<input type="checkbox"/>	
Scope of Work	Other media materials production included	<input type="checkbox"/>	<input type="checkbox"/>	
Technical Compliance	Understanding of all technical requirements confirmed	<input type="checkbox"/>	<input type="checkbox"/>	
Technical Compliance	Ability to deliver within contract timeline confirmed	<input type="checkbox"/>	<input type="checkbox"/>	

Field	Details
Name of Authorized Representative	_____
Signature	_____
Date	_____
Company Stamp	_____

--- End ---