

REQUEST FOR PROPOSALS

Digital Media, Website Development, Media Coverage and Printing Services

BALSAM-KiD Project

Contracting Entity	German-Arab Society for Psychosocial Health (DAGP e.V.)
Project	BALSAM-KiD
Place of Implementation	Damascus, Syria, with digital tasks performed remotely where appropriate.
Implementation Period	From the date of contract signing until the end of the project period approved by the funder; the final date will be specified in the contract.
Start of Work	Within no more than 10 working days from the date of contract signing.
Proposal Language	Arabic or English
Proposal Currency	Euro (EUR) only
Email for Inquiries and Submission	info@balsam-dag-ev.de
Submission Deadline	31.08.2026

1. Purpose of the Contract

Contract one service provider to deliver a practical media and digital package for BALSAM-KiD documentation, awareness and training materials, key events in Damascus, and an easy-to-manage online platform, without unnecessary or repetitive requirements.

2. Scope of Work and Required Deliverables

2.1 Core Visual Identity for the Project

- **Develop or adapt a project-specific logo consistent with the Association's identity and deliver it in formats suitable for digital use and printing.**
- **Define a basic color palette, Arabic/Latin fonts, and brief usage guidelines.**
- **Prepare a reusable set of core templates including at least: a social media post, Story, event announcement/poster, and A4 page or cover template.**
- **Deliver final editable source files (e.g., AI/PSD or equivalent) in addition to PDF/PNG/JPG.**
- **A large set of custom icons or illustrations, or a lengthy/interactive brand manual, is not required.**

2.2 Website and Digital Library

- Design and develop a responsive website that works well on mobile devices and computers.
- The website shall be primarily available in Arabic and English.
- The website shall include: an overview of the project, news and activities, team/partners as needed, contact information, and a digital library section for scientific and training materials.
- Organize the library into clear categories, with simple search or filtering and the ability to download/view PDF files, videos, and links.
- Use a content management system (CMS) that enables the BALSAM team to add and edit news and materials without requiring a developer each time.
- Provide the domain and suitable hosting for the agreed period, SSL, periodic backups, and basic website security.
- Hand over all login credentials, administrative rights, and accounts to the Association, and provide training sessions for the project team on managing the website and digital library.

- The scope does not include advanced SEO services, paid advertising campaigns, or professional editing of every item uploaded to the library, unless separately agreed in writing.

2.3 Digital Content and Social Media Support

- Prepare up to 15 digital items in total during the contract (posts, event announcements, Stories, or similar materials), based on content provided or approved by the project team.
- Adapt the templates to the platforms actually used by the Association, without requiring the provider to create or manage all social media platforms.
- Support publication of project-related materials upon request and in coordination with the Association team.
- Continuous weekly posting, a weekly/monthly content log, and monthly KPI reports are not required unless agreed at a later stage.

2.4 Media Coverage of Events in Damascus

- Cover up to 10 key events or activities specified by the project team in Damascus in accordance with the implementation schedule.
- For each covered event: provide professional photography and deliver a selected and edited set of images suitable for media use.
- Produce a short vertical video (approximately 30-60 seconds) for up to 5 of the covered events, according to project priorities.
- Deliver final materials within a reasonable period after each event and provide the original/raw files upon request by the Association.
- The provider is responsible for the required equipment, compliance with local laws, and obtaining any required filming or photography permits.

2.5 Printed Awareness Materials

- Design and print a total of up to 1,500 copies of awareness material(s) specified by the project team (e.g., flyer or brochure).
- Basic reference specification: full-color, double-sided printing on paper suitable for awareness materials (approximately 150-170 gsm), with a proof approved before final printing.
- The total quantity may be distributed across more than one design, subject to the Association's approval.

- **Deliver the printed materials to the location specified by the project team in Damascus.**

2.6 Limited Additional Display Materials

- **Design and produce 2 Roll-Ups, approximately 85 × 200 cm, including stands and carrying bags.**
- Any banners, boards, vinyl, or other additional materials are optional and are not a mandatory part of the base proposal; they shall only be produced with prior written approval from the Association.
- **The basic requirements do not include reflective vests or large quantities of boards and outdoor advertising materials.**

3. Summary of Deliverables

#	Component	Deliverables	Target Timing
1	Core Visual Identity	Logo development/adaptation, colors and fonts, 4 core templates, source files	Within 2-3 weeks of starting work
2	Website and Digital Library	Responsive website + CMS + library + hosting/security + training and account handover	Initial version within 4-6 weeks, followed by revisions and approval
3	Digital Content	Up to 15 digital items	According to the project plan throughout the contract period

#	Component	Deliverables	Target Timing
4	Media Coverage	Up to 10 events; photos and short videos for up to 5 events	According to the event schedule
5	Awareness Materials	Up to 1,500 printed copies	After approval of the design and proof
6	Roll-Ups	2 units	After design approval

4. Basic Requirements for the Service Provider

- A company or legal entity officially registered and able to issue an official invoice.
- Proven experience in relevant fields, particularly website development, design, media production, and/or field coverage.
- Availability of a team or partners able to carry out the required coverage in Damascus.
- Ability to start work within 10 working days of signing the contract.
- Commitment to regular communication, agreed deadlines, and handover of files, accounts, and digital assets to the Association.

5. Required Application Package

- A copy of the company or legal entity registration certificate/document.
- A portfolio or links containing at least 3 suitable examples of relevant previous work.
- A brief technical proposal of no more than 2 pages demonstrating understanding of the scope of work, implementation approach, key team/resources, and proposed timeline.
- A financial proposal in euros including the total price and a simple breakdown of the main components, with taxes stated where applicable.
- The financial proposal must remain valid for at least 30 days from the submission date.
- A signed confirmation that the applicant is able to perform the scope of work and accepts the basic conditions set out in this document.

- **The complete application package must be submitted electronically to the email addresses listed on the first page no later than 31.08.2026.**

Recommendation letters, detailed CVs for all team members, and five separate annexes are not required unless the project team later requests a specific document for contractual or financial reasons.

6. Evaluation of Proposals

Criterion	Weight
Understanding of the assignment, methodology, and implementation plan	35%
Quality and relevance of previous work (Portfolio)	20%
Implementation capacity, timeline, and presence in Damascus when needed	15%
Financial proposal and cost-effectiveness	30%
Total	100%

A minimum score of 70% in the technical section (the three technical criteria above) is required before the financial section is considered. The Association is not obliged to select the lowest-priced proposal if another proposal is more suitable for the project from both a technical and financial perspective.

7. General Terms and Implementation

- **Deliverables are subject to review and approval by the BALSAM team before publication or final printing.**
- **The price shall include reasonable rounds of revisions within the scope of work; errors attributable to the provider must be corrected at no additional cost.**
- **All designs, files, and content produced specifically for the project, including source files, shall become the property of the Association after the related payments have been settled.**

- **The provider shall comply with confidentiality, data protection and privacy requirements, intellectual property rights, and relevant local laws and permits.**
- **No substantial part of the work may be subcontracted without the Association's prior written approval.**
- **Payments shall be made against agreed stages, accepted deliverables, and official invoices; payment details will be specified in the final contract.**
- Any additional services outside the scope described above require prior written approval and a separate agreement before implementation.

8. Quick Checklist for the Applicant

- ☐ Company registration document attached.
- ☐ Portfolio / links to previous work attached.
- ☐ Technical proposal does not exceed 2 pages.
- ☐ Financial proposal is in euros and includes a simple breakdown.
- ☐ Taxes and any additional fees, if applicable, are clearly stated.
- ☐ Proposal validity is at least 30 days.
- ☐ Ability to perform in Damascus when needed and to start within 10 working days is confirmed.
- ☐ Signature, authorized representative's name, and submission date are included.

Company / Service Provider Name

Authorized Representative Name

Date

Signature and Stamp

Balsam Deutsch-Arabisches Gesellschaft für psychosoziale Gesundheit (DAGP)

Sitz: Blücherstrasse 55 10961 / Berlin

E. mail: info@balsam-dag-ev.de

Web: <https://balsam-dag-ev.de/>

Vorsitzender: Dr. Basel Allozy

