

## Request for Quotations - RfQ

THE PROVISION OF MARKETING EXPERTISE SERVICE  
FOR AN AWARENESS CAMPAIGN AS PART OF THE ESF  
CO-FINANCED PROJECT (ESF.02.061) TITLED 'TAKE  
ACTION: AGAINST PROBLEM GAMBLING IN MALTA'

Issued by: *Responsible Gaming Foundation (The Contracting Authority [CA])*

CfQ#: *RFQ RGF/1911/01*

Issue Date: *18<sup>th</sup> November 2019*

Response/Submission Date and Time: *4<sup>th</sup> December 2019, 12.00pm*

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## Section A: Instructions

**1) Response to this RfQ are to be submitted through e-mail addressed to the General Manager on the following email address: [tenders@rgf.org.mt](mailto:tenders@rgf.org.mt).**

All submissions will be dealt with in strictest confidence.

## Section B: General Information

### 1) Purpose

The purpose of this Request for Quotation (RfQ) is to hire the service of an expert in the marketing sector to propose the tools and media to be used for the awareness campaign as per budget allocation for project ESF 02.061.

### 2) Beneficiary

The beneficiary, being Responsible Gaming Foundation (CA) is the point of contact for this RfQ. Please refer any inquiries to:

*General Manager,  
Responsible Gaming Foundation  
90/91, Second Floor,  
Psaila Street,  
Birkirkara*

*Telephone: 21499030  
E-mail: [tenders@rgf.org.mt](mailto:tenders@rgf.org.mt)*

Any RfQ addenda/updates will be made available on the Contracting Authority's website: [www.rgf.org.mt](http://www.rgf.org.mt) by not later than Wednesday 4<sup>th</sup> December, 12.00pm.

### 3) Scope and Terms & Conditions

The scope of this Request for Quotations is marketing expertise services related to an awareness campaign as outlined in Section C clause 2.

Interested Bidders are to submit a quotation with the format identified in Section C clause 1 by not later than the 4<sup>th</sup> December, 2019 12.00pm CET via the following email address: [tenders@rgf.org.mt](mailto:tenders@rgf.org.mt)

Late submissions will not be considered. Late quotations will be rejected and will not be evaluated. No liability can be accepted for late quotations. Information supplied by the bidder in response to this call for quotations will be treated as confidential and in accordance with the Data Protection Act.

Bidders requiring clarification or interpretations of this call for quotations document should do so via email. The written clarifications should reach the Responsible Gaming Foundation by Wednesday 27<sup>th</sup> November, 2019 by 12.00pm CET via email to [tenders@rgf.org.mt](mailto:tenders@rgf.org.mt).

Any clarifications after this date will not be accepted. Any interpretations, corrections or changes to this call for quotations, will be made by the Contracting Authority by means of addenda. Interpretations, corrections or changes made in any other manner will not be valid, and Bidders shall not reply upon such interpretations, corrections and change.

In order to be considered eligible for the award of the contract, Bidders are to submit all documentation as detailed in Section C clause 1. The award criteria is based on the cheapest technically compliant quotation.

## Section C: Details of information requested

### 1) General Economic Operator Information

The Contracting Authority is asking interested Economic Operators to submit a response containing, the following information:

- Annex 1: Details of Bidder
- Annex 2: Financial Offer
- Annex 3: Bidders Declaration
- Annex 4: Bidder to provide the Curriculum Vitae and Copy of Qualification (minimum at level 5 in Marketing or equivalent) of the person who will be drafting the Awareness Campaign

### 2) Specific Project Overview

The overall objectives of the project of which this contract will be a part include the design of the national awareness campaign which will provide more awareness on how to recognise gambling behaviours as well as to raise more awareness on responsible gambling.

The Contractor shall provide the following services to the Contracting Authority:

- Prepare the specifications for the tender to be issued for the National Awareness Campaign, for which the Contracting Authority has an allocation funds of between €330,000 and €380.000, excluding VAT;
- Vetting of the National Awareness Campaign Tender to ensure that the wording is correct and will eventually lead to the results that have to be obtained by the Contracting Authority;
- Co-operate with and advise the Contracting Authority on the technical matters and tools to be issued for the awareness campaign;
- Liaise with the Education Department and various state, church and independent schools on the best ways how the educational awareness campaign will target children and youths attending these educational institutions;
- Analyse the research study that is being carried out as part of this ESF02.061 project in order to incorporate the different tools to be used for the awareness campaign to target the appropriate audiences;
- Carry out a market research to ensure that the published tender will meet the objectives and criteria set at application stage and in the research study, while keeping within the budget to hold the national awareness campaign; and
- Replying to any clarifications sent by potential bidders to the Contracting Authority regarding the technical specifications prepared by the Contractor for the National Awareness Campaign Tender.

The results to be achieved by Friday 31<sup>st</sup> January, 2020, include:

- A list of specifications of the media and tools to be used for the awareness campaign tender;
- A report including a list of target audiences (as outlined in the research study) for this national awareness campaign and the best way how to reach these audiences; and
- A report listing down the educational institutions and schools that are ready to participate in the awareness campaign and in what way.

Other results to be achieved as soon as the tender document for the National Awareness Campaign is drafted and published:

- Vetting of the National Awareness Campaign tender, ensuring that the tender lead to the results to be achieved by the end of the Awareness Campaign.
- Reply to any clarifications sent by potential bidders to the Contracting Authority regarding the technical specifications in relation to the National Awareness Campaign Tender

The person in charge to carry out these tasks shall have the following qualifications:

- A qualification minimum at level 5 in Marketing or equivalent; and
- Fluent in the Maltese and English languages.

### 3) Response Format

Responses are to be straightforward, clear, concise and specific to the information requested. In order for submissions to be considered complete, Economic Operators must provide all the requested information mentioned in this document. This includes the following documentation:

- Annex 1: Details of Bidder
- Annex 2: Financial Offer
- Annex 3: Bidders Declaration
- Annex 4: Bidder to provide the Curriculum Vitae and Copy of Qualification (minimum at level 5 in Marketing or equivalent) of the person who will be drafting the Awareness Campaign.

## Section D: Additional Information

### Duration of Contract

This is a fee-based contract. The awarded contract will be valid until the tender for the National Awareness Campaign is published and all clarifications have been issued.

### Working Hours

Unless otherwise instructed by the Contracting Authority, works shall be carried out at the professional discretion of the Contractor, ensuring that the time frames are met. The Contractor is expected to work on flexible hours and attend the necessary meetings with the Contracting Authority and other stakeholders.

### Payment

A final payment will be issued once an invoice is provided for all complete services rendered. The invoice should be sent to the Contracting Authority within fifteen (15) days from the tender closing date of the National Awareness Tender.

### Conflict of Interest

The Contractor shall only provide technical assistance on the drafting of the National Awareness Tender for ESF 02.061 project. He or she shall not otherwise be associated with, bid for, or work on, directly or indirectly, with any bidders for the National Awareness Tender for ESF 02.061 project. The Contractor shall not, during the currency of this Contract, have any interest, contractual and/or advisory obligations, roles or consultancies with any persons, company, venture, partnership, or other association which may have any commercial interest in relation to the service being rendered under this Contract.

### Delays in Execution

The Contractor is to adhere to all deadlines imposed as well as reporting requirements as specified in this document and/or by any instructions issued by the Contracting Authority. Failure on the part of the contractor to comply, the Responsible Gaming Foundation reserves the right to terminate the contract and/or to impose a penalty, minimum of €50 per failure, up to a limit of 10% of the total bid price.

## **Section E: Financial Bid Form**

*A financial bid form is to be complete by the Economic Operators as detailed in Annex 2.*

*Quotations are to be submitted and shall be awarded including taxes/charges and any import duties applicable but excluding VAT. The VAT element, if requested, is to be quoted separately.*



## Annex 1 – Details of Bidder

Name of Bidder	
Address	
Email Address	
Contact Numbers	
VAT Registration Number	
<b>Contact Person:</b>	
Name and Surname	
I.D. / Passport Number	
Mobile Number	
Email Address:	
Signature	
Date	

## Annex 2 – Financial Offer

Global Price:

<b>Item</b>	<b>Description of Service</b>	<b>Price inclusive of all taxes but excluding VAT</b>	<b>VAT</b>	<b>Total inclusive of VAT</b>
		<b>Amount in Euro (€)</b>	<b>in Euro (€)</b>	<b>Amount in Euro (€)</b>
1	Marketing expertise services related to the National Awareness Campaign as outlined in Section C.2			
	<b>Grand Total</b>			

Signature: \_\_\_\_\_

(the person or persons authorised to sign on behalf of the Request for Quotations)

Full name of the Bidder in Block Letters: \_\_\_\_\_

Date: \_\_\_\_\_

### Annex 3 – Bidders Declaration

*To be completed and signed by the BIDDER.*

In response to your Request for Quotations for the above contract, we, the undersigned, hereby declare that we have examined, and accept in full and in its entirety, the content of this Request for Quotations Document.

We hereby accept the contents thereto in their entirety, without reservation or restriction. We also understand that any disagreement, contradiction, alteration or deviation shall lead to our quotation offer not being considered any further.

We offer to execute, in accordance with the terms of the quotation document and the conditions and time limits laid down, without reserve or restriction, the services as stipulated within this purchase document.

Additionally:

- i Our submission has been made in conformity with the requirements set out in the Request for Quotations Document.
- ii Evaluation and Award Criteria, and in this respect we confirm having included, all the relevant documentation.
- iii We note that the Contracting Authority is not bound to proceed with this Call for Quotations and that it reserves the right to cancel or award only part of the contract. It will incur no liability towards us should it do so.
- iv We hereby declare that we do not fall under any of the grounds listed under Part VI of LN352/2016

<i>Name and Surname</i>	
<i>Position</i>	
<i>Signature of Bidder</i>	
<i>Company Registration No (if applicable)</i>	
<i>VAT No:</i>	
<i>Place and Date:</i>	

## **Annex 4 – Eligibility**

*Bidder to provide the Curriculum Vitae and Copy of Qualification (minimum at level 5 in Marketing or equivalent) of the person who will be drafting the Awareness Campaign.*