

**Request for Proposals  
Digital Marketing Services  
Heifer Africa Regional Office, Lagos, Nigeria**

Heifer International, is seeking proposals from interested digital marketing firms to provide digital marketing services towards AYuTe Africa Challenge Project in Africa.

**Background**

Heifer International is an international development organization with a mission to end hunger and poverty in a sustainable way by supporting and investing alongside local farmers and their communities. Heifer works in about 21 countries across the World, and these countries are managed under the 3 Regions of Asia, the Americas, and Africa.

As Heifer projects on programmatic delivery and sustainable impact over the next ten years, it is focusing on catalyzing the strategic shift needed to secure a sustainable and dynamic future for Africa's smallholder farmers and agricultural sector by unlocking technological innovations to address challenges faced by smallholder farmers in Africa and enable them to earn a living income. The AYuTe Africa Challenge is an agribusiness innovation competition designed to catalyze ground up innovation from young Africans who would otherwise not innovate in the agricultural sector. The competition awards cash grants to the most promising young agritech innovators across Africa. Visit <https://ayute.africa/>

**Objectives**

Under the supervision of the Heifer Africa Communications Department, the Agency will provide digital media services such as Social media strategy and content development, Digital asset development, social media management, creation of podcast webinar series, digital media release distribution, social media advertising strategy and development, in order to achieve AYuTe's brand exposure and digital communications goals within its primary and secondary stakeholder constituencies in Africa and globally.

**Minimum Requirements**

All interested consultants/firms are expected to submit a proposal of not more than 10 pages. They must have minimum of 10 years work experience, strong virtual project management skills and capacity to deliver digital marketing and social strategies that support AYuTe's vision for Africa. Proposal should include plans for AYuTe's digital content from ads to original content across all its platforms. Plans should be able to cover year-round content including the announcement of new 2022 winners and budget for the plans.

**Estimated Dates of Service:** October 17, 2022, to October 16, 2023

**Submission**

Proposals should be sent to Procurement at e-mail [Procurement-ng@heifer.org](mailto:Procurement-ng@heifer.org) please send any additional questions to the same e-mail address no later than 5:00pm WAT, Friday, 16, September 2022 to receive response by Tuesday, 20 September 2022.

The proposals are due no later than 5:00pm WAT, Wednesday, 28 September 2022. Please quote **“Heifer Africa Digital Marketing Services”** Any late proposal submissions will not be reviewed. Only short-listed companies/consultants will be contacted.

**Other Terms and Conditions**

**Reports.** Contractor shall provide HPI with a written report or reports reflecting all Services performed and/or Goods provided, Fees received, expenses incurred, or other requested information, at times and in a format acceptable to HPI.

**Termination/Expiration** A Party may terminate this Agreement upon ten (10) days’ prior written notice of termination sent to the other Party. Upon termination or expiration of the Agreement, Contractor shall immediately return all Confidential Information to HPI, along with any unearned Fees and all other HPI property in the possession of Contractor or its employees, contractors, or agents, including any Services, Goods, and/or Work Product for which HPI has paid or agreed to pay, and shall not maintain any copies whatsoever of said Confidential Information or property. Except as otherwise specifically set forth herein, HPI shall have no further obligations to Contractor upon termination or expiration of this Agreement.

**Remedies** The Parties agree that it may be impossible to measure in money the damages that shall accrue by reason of the failure of either Party to perform any of its obligations under this Agreement, and that any irreparable damage which would result from a breach or threatened breach of this Agreement may be remedied by specific performance, immediate injunction, or any other relief allowed by law.

**Prior-Owned Intellectual Property.** Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. With regard to any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

**Whistleblower** This policy was created in connection with Sections 806 and 1107 of the Sarbanes-Oxley Act. Heifer implemented this policy to maintain high standards of conduct and ethical behavior. Heifer Staff, Board members, and Vendors should report suspected waste, abuse, Fraudulent or Dishonest Conduct and/or violations of Heifer’s Policies or applicable law (i.e. act as a Whistleblower). Heifer will investigate such claims, and will protect Whistleblowers who report them from retaliation, in the manner described in this policy.

**Applicable Regulations** Bidders must be legally registered/licensed to operate and provide the required services.