

TERMS OF REFERENCE

Publisher:	SOS Children's Villages Albania
Subject:	Marketing and Promotional Services / Products for the "YouthCan" Project (2026)
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1. BACKGROUND

SOS Children's Villages Albania (SOS AL) is a non-profit non-governmental organization and an active member of the Federation SOS Children's Villages, comprising of 136 independent national associations. We work together with a single vision: every child belongs to a family and grows with love, respect and security. Since 1995, SOS AL has been operating in social protection area through quality support services in the area of family like care for children and youth without parental care as well as in community-based support for vulnerable families.

Our organization actively participates in policy making and advocates for the rights of children and young people who are at social risk - as stated in the UN guidelines for alternative long-term care. We work closely with decision-makers, government institutions, civil society organizations and social service providers, and attach great importance to the involvement of young people in decision-making processes.

2. SPECIFIC SITUATION (BACKGROUND TO THE TASKS)

The SOS Children's Village started a new project titled "**Youth Can for Wellbeing and Employment**" (*below referring as YouthCan or YC*).

The project aims to support self-reliance of young people from diverse vulnerable groups by addressing the key challenges related to primary mental health services as support and preparation of young people with skills, information and opportunities to access jobs. The project targets vulnerable youth aged 15 to 29 from care services, family empowerment programs, and marginalized communities. The project will address these issues by focusing on: empowering young people with the skills, knowledge, and support they need to manage their mental health and successfully navigate the labour market, having their emotional needs addressed. Building local capacity through training professionals, corporates and community leaders to provide mental health care and employability support. Creating a supportive environment that reduces stigma, increases awareness, and fosters social inclusion. Improving youth employability and employment by providing training, mentoring, job shadowing and job placement opportunities in both the public and especially private sector (corporate sector).

These Terms of Reference (TOR) serve as a request for proposals from companies interested in applying as a **Marketing Agency for the first year of the project (2026)**. The agency will support the project's promotion, visibility materials, and campaigns throughout the year, including the Launch Event and the "Hire a Newbie" campaign.

Details regarding contents of proposals and submission procedures are explained herein.

3. METHODOLOGY

The Company will perform the tasks primarily in Tirana and Shkodra (for specific events/campaigns). The contract will cover all design, printing, and promotional needs for the activities scheduled from *May 2026 until December 2026* (the first year of the project). Detailed working plan will be agreed upon selection with project team.

4. SCOPE OF WORK

A specialized external agency will be contracted to support the design, production and printing of promotional materials and products. To ensure efficient execution and transparent financial bidding, the deliverables are divided into **Three Lots**. Applicants must submit their proposals reflecting this structure.

1. LOT 1: Branding and YouthCan project materials (from the beginning and ongoing 2026)

This lot covers the core visual identity of the project and all general materials needed for the training activities during the first year.

- **Core branding:** Design of the official YC project logo and a simplified Brand Guidelines manual (color palette, typography, logo usage).
- **YC staff business card identity:** Design and printing of staff business cards.
- **General promotion materials:** Design and printing of standard project roll-up banners (for general office or activity use), one-pagers (project summaries), and informative leaflets, notebooks, pens and tote bags).

2. LOT 2: The launch event (before, during and after first week of June 2026)

This lot covers all the specific visibility, media, and production requirements for the official Launch Event of the project.

- **Event printables design:** Final design of event invitations and official agendas.
- **Event visibility:** Production of tailored six digital backdrops/loops for: The main project visual (default background); four high-level opening speakers (including names/titles) and the panel discussion.
- **YC video premiere production:** Production of the official "YouthCan" introductory video premiere (max 3 minutes) animation with voiceover in Albanian and subtitles in English.
- **Photography and Videography:** A comprehensive, high-resolution photo gallery and video capturing all key moments of the event (speakers, MoU signing, youth participation, panel discussions and networking).
- **Video production:** One professional production of 1 min video summary of the event. (optimized for Social Media usage).

The agency **MUST** provide:

- Production and on-site delivery of all agreed-upon visibility materials.
- Fully prepared, tested, and smoothly executed digital assets for the screens and all the other digital materials.

- Seamless on-site technical management of all visual and audio transitions during the event.
- Delivery of all raw photos and video footage captured during the event.

3. LOT 3: "Hire a Newbie" awareness campaign (Tirana and Shkodra - 2026)

This lot focuses on the outdoor and B2B (Business-to-Business) promotional materials needed for the two awareness events targeting local businesses.

- **Stand/booth production:** Design, production, and installation of two promotional booths/stands, that will be for city centers or commercial areas in Tirana and Shkodra.
- **Campaign print materials:** Design and printing of campaign-specific materials, which may include informative flyers tailored, keychains, pens, notebooks, tote bags. The YC project staff is open to the proposals from the marketing agency about the training materials that they suggest being included.

Note: All the materials content will be provided by the YC project staff.

5. FINANCIAL PROPOSAL STRUCTURE

The applicant must submit a financial proposal broken down by the Three Lots. The final quantities for printed items will be determined upon contracting, but the agency must provide a clear pricing structure (lump sums for services and unit prices for printed/produced items) as follows:

Financial offer template:

- **LOT 1 (Branding and general):**
 - Logo & Guideline (Lump sum). All deliverables will be provided in vector, PNG, and PDF formats.
 - Production and printing of:
 - **Business Cards (300 pieces):** Standard size 85 × 55 mm, single-sided layout. Horizontal orientation. Matte, colored.
 - **One-Pagers (100 pieces):** A4 documents double-sided on high-quality paper 170-200 gsm. Delivered in print-ready PDF and editable format.
 - **Leaflets (100 pieces):** A5 (148 × 210 mm), paper weight 150gsm, double-sided, full color (CMYK), on glossy paper. Includes main logos, text content, and colored images, in line with YC visual identity.
 - **Roll-up banners (2 pieces):** Design and printing of standard project roll-up banners (85 × 200 cm). High-resolution, print-ready files (CMYK) with durable structure and carrying case included.
 - **Notebooks (100 pieces):** A5 format (148 × 210 mm), 60–80 inner pages, 80–100 gsm paper (inner pages), with hard cover. Full-color printed cover (CMYK) featuring YouthCan branding (logo, slogan, vector, images, etc.). Inner pages printed with standard line layout. Binding spiral or glued (perfect binding).
 - **Pens (100 pieces):** Blue ink, made of high-quality plastic or metal with push-up mechanism. Two-side branding on the pen body. Printing in two colors with durable, fade-resistant finish.

- **Tote bags (100 pieces):** Resistant cotton material 140g/m², with natural color finish. With 70cm length handles and stitched finish. Resistance up to 7kg weight. Printed on one side.
- **LOT 2 (Launch event):**
 - **Design of event invitations and official agendas (Unit price)** - in A5 or A4 format (portrait or landscape), including digital versions (JPG/PNG) and print-ready PDF files. All materials should be designed in full color (CMYK for print, RGB for digital) and delivered also in editable formats.
 - **Production of YouthCan video premier with animation**, voiceover in Albanian language and subtitles in English. Details: The video will be max 3 minutes (Unit price). In Full HD (1920×1080, MP4 format), including concept development, storyboard, animation. The video should include high-quality audio and be delivered in final format and editable files where applicable. The file size should be optimized for both social media platforms and LED screen display during event.
 - **Production of six (6) event Backdrop & Screen Designs (unit price):** Visual assets for LED screen display, in 16:9 format, RGB color mode, optimized for high-quality. Delivered in digital and editable formats.
 - **Event Photographer Full day coverage (Lump sum):** Provision of professional photography services covering the full event day, using professional equipment. Delivery to include all usable photos in high resolution, as well as a selection of 100–150 professionally edited images (JPG), including web-optimized versions. Basic editing (color correction and light retouching) required. Files to be delivered via USB.
 - **Event Videographer Full day coverage (Lump sum):** Provision of professional videography services covering the full event day, including key moments, speeches, interviews, and B-roll footage, using professional equipment and external microphones for clear audio. Delivery to include all raw footage as well as edited video materials in high resolution (Full HD 1920×1080 or 4K preferred) in MP4 format. Files to be delivered via USB.
 - **Production of 1 min video summary of the event (Unit price):** Editing and production of a 1-minute highlight video summarizing key moments of the event, in Full HD (1920×1080, MP4 format), including music, titles, and YC branding elements. The video should be optimized for social media use, with optional vertical (9:16) format and subtitles, and delivered ready for publication.
- **LOT 3 (Awareness campaign):**
 - **Design and production of two promotional Booths/Stand (Lump sum):** Including structure and printed visuals, aligned with YouthCan branding. Booths should be approximately 2×2 m (or similar standard size), with lightweight but durable structure, easy to assemble, disassemble, and transport. Printed panels should be high-quality (full color, CMYK) on durable materials (PVC or fabric). The booth should include at least one counter/table element and space for branding (logo, key messages). All components must be reusable and suitable for multiple events.
 - Design and production of **two Roll-ups, Flyers (300 pieces), Notebook (200 pieces), Pens (200 pieces)**. Design and production of the listed materials, following the same technical specifications, formats, and branding requirements as outlined above (LOT 2).

Note:

- The financial costs should be expressed in Local currency, Lek (ALL), all expenses and taxes should be included.
- The total financial cost should include the price for the summary of all unites explained.
- The costs for each unit should include also the preparation of two to three examples, and all the revision of the maximum three changes for each unit.
- Prices should be provided per unit and as total cost per category of materials.

6. OTHER REQUIREMENTS

- All the final products should be agreed upon with SOS Children's Villages Albania prior to production and publication.
- The name of SOS Children's Villages Albania and the Donor should be included in all products with prior agreement.
- SOS Children's Villages Albania retains the full copyrights on all products, designs, and raw files deriving from this consultancy.
- The Consultancy should ensure there is no conflict of interest between this project and other assignments they are engaged in.
- A set of visibility materials aligned with organization brand and visual regulations.
- A short assignment descriptive report should be submitted after the finalization of each Lot. The report should be in Albanian and English language.

7. EVALUATION CRITERIA

The evaluation of the submitted proposals will be based on a combined scoring method. The contract will be awarded to the agency whose offer has been evaluated and determined as the most responsive and has received the highest combined score based on the technical (70%) and financial (30%) evaluation.

A. Technical evaluation (70 points):

- **Agency's portfolio and experience (30 points):** Demonstrated relevant experience in organizing similar events, designing PR/awareness campaigns, and producing high-quality visibility materials (experience with national and international NGOs or social projects is an asset).
- **Proposed methodology and creativity (30 points):** The quality, clarity, and creativity of the proposed concept/approach for executing the 3 Lots (especially the vision for the Launch Event and the "Hire a Newbie" campaign).
- **Key personnel (10 points):** Qualifications, expertise, and composition of the core team that will be assigned to this project.

B. Financial Evaluation (30 Points):

- This score will assess the competitiveness of the overall financial offer, as well as the clarity and reasonableness of the unit prices provided across all three Lots. The lowest priced technically compliant proposal will receive the maximum financial score.

8. GENERAL INFORMATION FOR BIDDERS

- This Request for Proposal is open to all registered legal entities in the areas of advertising, marketing or public relations, with minimum three (3) years of existence on the day of the proposal submission. In case the proposal is submitted by a consortium, the lead legal entity shall be considered the Bidder.
- Bidders shall bear all costs of proposal (bid) preparation themselves. SOS CV Albania cannot be held liable for any costs of the bidders related to successful or unsuccessful proposal preparation.
- Bidders must submit their proposals in Albanian. Financial offers shall be expressed in **Local currency – ALL** (expenses and taxes included).

9. PREQUALIFICATION REQUIREMENTS

Bidders are required to provide the following:

- Certificate of registration with the central registry shall be annexed.
- Commercial Register Extract issued by the National Business Center (Qendra Kombetare e Biznesit) within the last month.
- Tax clearance certificate for payment of tax obligations no earlier than one month from the date of submission of the bid.
- A company profile (including number of personnel and staff CVs)
- References of bidder's relevant previous experience in working for public institutions or civic (non-profit), international or national, organizations). At least three (3) references providing description on performed services such as: service provided (scope of work), name of client, topic/field covered, outline of results/achievements,
- At least three (3) examples of bidder's relevant previous experience with various campaigns and/or information materials they have already prepared.
- Technical proposal / an explanation (concept) on how they intend to undertake this assignment.
- Financial proposal.
- Statement of requested amount per specific task, as well as the overall gross sum for execution of this assignment, presented in ALL (with all costs and taxes included).

10. SUBMISSION OF BIDS

- ⇒ *All Bids are required to be submitted through the official e-mail address of SOS Children's Villages Albania: E-mail: info@soskd.org.al no later than 20 April 2026.*
- ⇒ **The offers should be sent in Local currency – ALL (with all costs and taxes included).**