



TOR - TERMS OF REFERENCE

ASSIGNMENT: EVENT MANAGEMENT FOR THE CLOSING CEREMONY OF

FLOOD RECOVERY ASSISTANCE

MUSLIM AID, PAKISTAN

ORGANIZATION BACKGROUND

Muslim Aid Pakistan is a local trust registered under the Trust Act of 1882 in Pakistan (registration number 24340). The country program operates autonomously with a mandate developed under the UN charter and the Government of Pakistan's priorities. The organization focuses on grassroots initiatives to strengthen local approaches in areas such as Water and Sanitation, Education, Health, Income Generation, and Emergency Response. Muslim Aid Pakistan is committed to employing local staff at all levels, supporting job creation within Pakistan, and implementing projects in consultation with local authorities.

1. INTRODUCTION

These Terms of Reference (TOR) outline the scope of services expected from an event management company or advertising agency for the closing ceremony of the project **Flood Recovery Assistance**. The event will take place at the PC Hotel Karachi.

2. KEY RESPONSIBILITIES OF THE EVENT MANAGEMENT COMPANY/ADVERTISING AGENCY

The event management company/advertising agency will be responsible for the overall design, planning, coordination, and execution of the event. The deliverables include, but are not limited to, the following:

| Sr.No | Description | Qty |
|-------|--|-----|
| 1 | Backdrop Size: 20x10 sq ft, Material: Star Matt, Printing: 04 Color, Installation: with Frame | 1 |
| 2 | SMD Side Panels Size: 10x10 ft, Material: P3 LED Screen | 2 |
| 3 | Media Wall Size: 16x8 sq ft, Material: Star Matt, Printing: 04 Color, Installation: with Frame | 1 |
| 4 | Registration Backdrop Size: 12x8 ft, Material: Star Matt with 04 Color Printing & Installation with Wooden Frame | 1 |
| 5 | Confidence Monitor Size: 55" LED with Branded Box | 1 |

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| 6 | Branding Panels Size: 4x8 sq ft, Material: Star Matt with 04 Color Printing, Installation: with Frame | 8 |
| 7 | Sound System SP4 Pair, Microphones: Podium Mic, 01 Head Gear, and 04 Cordless Mics | 1 |
| 8 | Podium Branding Size: 4x2 sq ft, Material: Star Matt, Printing: 04 Color, Installation: with Frame | 1 |
| 9 | 2D Event Hashtag Size: 2 ft letter height (Muslim Aid branding) | 1 |
| 10 | Coat Metal Pins: Name Tags Material: Laminated with Strings | 125 |
| 11 | PR/ Media Management of the Event Releasing of Press Release across Tier I, II, and III media outlets (Print and Electronic), and sharing comprehensive media coverage post-event | |
| 12 | Master of Ceremony Suggest names for the Master of Ceremony (Male/Female) along with bio/profile | 1 |
| 13 | Still and Video Coverage of the Event 1 Still Photographer, 1 Videographer for Event Highlights, OB System, 03 SLR Cameras (4K Supported), Web Presenter for Video input, 01 Dedicated PC for live stream, Laptops for previewing feed and handling digital platforms. | 1 |
| | Post Production: Complete Event Footage, 2-3 Minute Event Highlights, Edited Pictures of the Event | |
| 14 | Photo Frame (Cutout Size: 8x4 ft) Material: MDF Sheet with Laser Cutting, Printing: Vinyl with 04 Color Roland Printing & Pasting | 1 |
| 15 | Visibility Materials (Design and Production) All visibility materials such as banners, standees, intros, and other branding materials will be designed by the event management firm. The designs must be approved by the Media Department of Muslim Aid Pakistan before print. | |

3. REPORTING

The Event Management firm/Advertising Agency will report directly to the **Communications Team** of Muslim Aid Pakistan, which will serve as the primary focal point for all event-related activities. A preliminary briefing will be held at the Muslim Aid office in Islamabad to review event expectations, clarify the scope of work, and deliverables, and finalize the event schedule.

4. PERIOD OF PERFORMANCE

The event management services should be completed by **January 15, 2025**. In the event the contractor fails to meet agreed milestones or deliverables, they must notify the team in advance. Muslim Aid Pakistan reserves the right to terminate the contract per its standard rules if the contractor fails to meet the required progress.

5. PAYMENT SCHEDULE

100% of the payment will be made upon submission of the complete deliverables, verified by the MAP Media Coordinator, and after final approval of all event-related materials.

6. DEADLINE TO SUBMIT PROPOSAL

Muslim Aid Pakistan prefers to receive the **narrative and financial proposal**, along with the detailed budget, by COB **December 16, 2024**. The narrative should include a budget breakdown and a proposed methodology for the event's execution.

Additional Notes:

- **Design Approval:** The event management firm is responsible for the design of all event-related visibility materials, including banners, standees, and intros. All designs must be approved by the Media Department of Muslim Aid Pakistan before proceeding with production