



PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD

TENDER FOR PROVISION OF EVENT MANAGEMENT SERVICES (FY 2025-26)

1. Sealed proposals are invited under the **Request for Proposal (RFP)** method from eligible, registered, and experienced Event Management Firms for the provision of creative, production, and digital outreach services for selected official events of the Pakistan Air Force for the Financial Year 2025-26.

2. Scope of Services

The successful bidder(s) will be responsible for **end-to-end conceptualization, production**, and execution of the following key initiatives:

- (a) **Defence Day Show** – "Mujahideen-e-Aflak Ko Salam" performance.
 - (b) **PAF Publicity Campaign on Social Media** – Creative development, distribution, and performance analytics.
 - (c) **Arrangements of Stall / IDEAS 2025-26 Display of Aircraft** – Fabrication, branding, staffing, and logistics for PAF exhibition booth, Planning and coordination for showcasing PAF assets.
 - (d) **Social Media Content (Promos/Videos)** – Video production, motion graphics, short reels, animation.
 - (e) **Media Coverage of Winter Sports & Marathon Events** – On-site videography, live coverage, post-event wrap-up content.
- All services must be delivered in accordance with PAF's standards of security, branding, confidentiality, and protocol.

3. Eligibility Criteria:

- (a) Must be a **registered legal entity** in Pakistan.
- (b) Must possess valid **NTN and GST registration** and be active on the FBR ATL.
- (c) Minimum **5 years of proven experience** in handling major event productions and digital media campaigns for public sector clients.
- (d) Experience in managing **national events** will be a strong advantage.
- (e) Must provide evidence of **in-house capabilities** (creative, production, digital, and logistics) or formal JV arrangements.
- (f) Must be able to **obtain security clearance** for event team/staff involved.

4. Method of Procurement

Request for Proposal (RFP) in accordance with Rule 36 (d) of the Public Procurement Rules-2004.

5. Collection of RFP Documents

RFP documents, including detailed Terms of Reference (ToRs), evaluation criteria, and submission forms, may be obtained from the following:

Director Public Relations

Directorate General Public Relations (Air Force)

Air Headquarters E-9, Islamabad. Tel: 051-9507767

Alternatively, the RFP documents may be downloaded from www.ppra.org.pk (if advertised online).

6. Submission Deadline

The proposals must be submitted in two separate sealed envelopes (Technical & Financial), no later than:

Date: 05 May, 2025 | Time: 1100 hours

Bids will be opened at **1130 hours** on the same day in the presence of authorized bidders' representatives.

7. Rights Reserved

- (a) PAF reserves the right to reject any or all proposals, as per Rule-33 of the PPRA Rules-2004.
- (b) No explanation shall be required for rejection of bids.

PRE-QUALIFICATION OF PRINTING / PRODUCTION AGENCY: FY 2025-26

1. Pakistan Air Force invites expression of interest for selection of printing/production agency/agencies. The selected agency/agencies will be responsible for printing / production for PAF, during Financial Year 2025-26. All interested firms/printers should submit the following:-

- (a) Owners / Partners name, address, Tel, Mob No, Fax No, Attested copy of CNIC and company profile; whether proprietorship / partnership/public or private limited company.
- (b) GST/Income Tax Registration Certificate.
- (c) Financial Status / name of bankers and certificate of financial stability by the respective bank and details of last 12 months Income Tax Returns and a copy of assessment / payment of Income Tax.
- (d) Details of registration with major organizations, along with details of agreements / contracts.
- (e) Details of relevant experience and past performance of last three years.
- (f) Capabilities with respect to personnel, equipment and plant.
- (g) Appropriate managerial capability in the relevant field.
- (h) Any additional information related to the subject. Litigation details, if any, and affidavit regarding correctness of documents and information therein.
- (j) Para (a) to (h) may be considered as eligibility criteria. Firms failing to fulfil above criteria may not be considered for shortlisting.

2. Interested firms / printers may submit their required documents along with profile by post, addressed to the undersigned, latest by **05 May 2025**. Only shortlisted firms / printers will be invited for submission of quotations for printing / production of the following PAF Publicity items:-

S.No	Description	Qty	S.No	Description	Qty
(a)	PAF Posters (15 Types)	75,000 to 80,000 Each	(k)	Brochures (Officers) Non GD	75,000 to 80,000 Each
(b)	Classical Posters (15 Types)	75,000 to 80,000 Each	(l)	Brochures (Airmen)	75,000 to 80,000 Each
(c)	Public Awareness Posters (15 Types)	75,000 to 80,000 Each	(m)	Brochures (Civilians)	75,000 to 80,000 Each
(d)	PAF Stickers (Inside) (15 Types)	75,000 to 80,000 Each	(n)	Printing of PAF Wall Calendar	75,000 to 80,000 Each
(e)	PAF Stickers (Outside) (15 Types)	75,000 to 80,000 Each	(p)	Printing of PAF Table Calendar	80,000 to 90,000 Each
(f)	Leaflets (GD (P) / CAE)	75,000 to 80,000 Each	(q)	Production of TV Drama / Documentaries	As required / 10 Min Duration
(g)	Leaflets (Airmen)	75,000 to 80,000 Each	(r)	Production of PAF Songs (Audio/Video)	Songs (3 to 5 min Duration)
(h)	Training Leaflets (15 Types)	75,000 to 80,000 Each			
(j)	Brochures (Officers) GD (P)	75,000 to 80,000 Each			

PRE-QUALIFICATION OF ADVERTISING AGENCY: FY 2025-26

1. Pakistan Air Force intends to hold an open competition for the appointment of advertising agencies for handling of its publicity assignments for FY 2025-26.

2. All PID-enlisted advertising agencies are requested to submit their profiles, design, art pulls and artwork for print media advertising, on the following themes:

- (a) Induction campaign for PAF Officers.
- (b) Induction campaign for PAF Airmen.
- (c) Induction campaign for PAF Civilians.
- (d) Induction campaign for PAF Public Schools.
- (e) Safety awareness campaign.
- (f) CAS message on Pakistan Day.
- (g) CAS message on Independence Day.
- (h) CAS message on Defence Day.

2. Interested agencies may submit their required documents by post, addressed to the undersigned, latest by **05 MAY 2025**. Only shortlisted agencies will be invited for submission of quotations.

Director Public Relations

Dte Gen Public Relations (Air Force)

Air Headquarters Islamabad. Tel Ext 051-9507753