

REQUEST FOR PROPOSALS FOR THE PROVISION OF MARKETING SERVICES

Citizenship by Investment Committee, Citizenship by Investment Unit, Burns Point, Carenage, St. George

1. PURPOSE

The Citizenship by Investment Committee (the Committee) invites qualified marketing consultants to submit proposals for the provision of marketing and related services for the Grenada Citizenship by Investment program. The selected consultant should have extensive experience in marketing. The contracted consultant will be charged with assisting in the marketing of the Grenada Citizenship by Investment Program and the monitoring of marketing and promotional material used by marketing agents of the program.

2. BACKGROUND

The Grenada Citizenship by Investment Act, 2013, was enacted to enable persons to acquire citizenship of Grenada by registration following investment in Grenada and for incidental and connected purposes.

The Citizenship by Investment Committee is set up pursuant to section 3 of the Grenada Citizenship by Investment Act and is governed by the Grenada Citizenship by Investment Regulations, 2013. The Committee is responsible for processing any application for any licence under the Grenada Citizenship by Investment Act, 2013 (the Act) and any application for Citizenship by Investment.

The Grenada Citizenship by Investment (Approved Projects) Regulations, 2017 which govern the CBI approved projects mandate strict monitoring and oversight of approved projects by the Committee. One such area requiring monitoring is the manner in which approved projects are marketed and the accuracy and sufficiency of marketing material made available to the public on the approved projects, and the program on a whole through online platforms and other mediums.

3. OBJECTIVE

A marketing consultant is needed to assist in the marketing of the program and the review and overview of marketing and promotional material that are made available locally and internationally.

SCOPE OF WORK

The selected consultant will work closely with the Chief Executive Officer of the Grenada Citizenship by Investment Unit in the completion of all work for which he/she is contracted and will be involved as indicated below. However, Proposals should also address any method of implementing the work that the proposer feels would best suit the objective, even if it appears to differ from the descriptions below.

- I. To monitor local, regional, international, and online platforms for material related to the Grenada CBI program
- II. To bring to the attention of the Chief Executive Officer material sourced in (i) above and assist in the formulation of a response where one is required.
- III. To review marketing material of all approved projects and marketing agents to ensure that such material comply with the program's stipulations
- IV. To ensure that entities and individuals marketing the CBI program are in possession of the requisite licence.
- V. To market the CBI program in conjunction with the Grenada Investment Development Corporation (GIDC) and the Grenada Tourism Authority (GTA
- VI. To perform any other function that will assist in achieving (i-v) above and that may be assigned by the Committee or the Chief Executive Officer
- VII. To provide reports to the Committee quarterly on marketing initiatives and findings

4. INSTITUTIONAL ARRANGEMENT

The marketing consultant shall enter into contractual arrangement with the CBI Committee and report to the Chief Executive Officer, as such receiving of deliverables, determining acceptability of report contents and evaluation of performance shall be undertaken by the Chief Executive Officer.

5. PERIOD OF CONTRACT

The selected consultant will be expected to begin work in or around mid-August and will be contracted for a period of two years in the first instance with option to renew

6. MINIMUM QUALIFICATION AND EXPERIENCE

A first degree in marketing from an accredited university with at least 5 years experience in marketing for a company or entity

7. SUBMITTAL

Proposals should be prepared simply and economically, providing straightforward, concise descriptions of the consultant's capabilities for satisfying the requirements of the RFP. Emphasis should be on completeness and clarity of content.

In order to be considered, proposals shall include all of the following items:

- i. Curriculum Vitae highlighting the qualifications that meet the minimum requirements as stated above.
- ii. Description of Consultant's relevant work experience consisting of at least two examples from within the past five years. Include the following information: Date completed, location of work, size of project, name of client, and client phone number and email. Please verify that any contact information provided is current.
- iii. Explanation on the suitability of the Consultant for the work and a brief methodology on how the work will be approached and conducted.
- iv. The Financial proposal containing the final and all-inclusive professional fees.
- v. Any information thought to be relevant, whether or not specifically applicable to the enumerated scope of Work, may be provided as an appendix to the proposal, keeping in mind proposals should be concise and focused on achieving the goals as detailed herein.

8. EVALUATION OF QUALIFICATIONS

Various criteria will be used in the selection of the successful consultant, including:

- 1) Experience level
- 2) Competitive fee consistent with industry standards
- 3) Project approach
- 4) Evaluation from references, including demonstrated ability to work collaboratively with all stakeholders

9. SELECTION PROCESS

The Committee will evaluate the proposers according to the identified criteria. The Committee reserves the right to interview a short-list of respondents. The selected consultant will be announced after careful consideration by the Committee.

The Committee will initiate negotiations with the highest-ranking consultant. Final negotiations will be contingent on fee negotiations, as well as the qualifications. The Committee reserves the right to cease negotiations with the selected consultant if, in the sole discretion of the Committee, no agreement can be reached to the satisfaction of the parties.

Proposals must be received at the Citizenship by Investment Unit by **August 14, 2020**. Proposals received after 4:00 PM will be disqualified.

Proposals should be submitted in a sealed envelope labelled, "**Proposal for Providing Marketing Services**" addressed to:

The Chief Executive Officer
Grenada Citizenship by Investment Unit
P.O. Box 298
Burns Point
Carenage
St. George