

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

INVITATION FOR BIDS (IFB)

APPOINTMENT OF EVENT MANAGEMENT AGENCY

IFB DOCUMENTS APPENDIX

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SECTION I – INSTRUCTIONS TO BIDDERS (ITB)

1. General Instructions

1.1 The bidding process shall be conducted using the **Request for Proposal (RFP)** method in accordance with **Rule 36(d)** of the **Public Procurement Rules, 2004**, issued by the **Public Procurement Regulatory Authority (PPRA), Government of Pakistan**.

1.2 The Procuring Agency is the **Directorate General Public Relations (Air Force), Air Headquarters, Islamabad**.

1.3 The procurement is for **event management services** for national-level initiatives of the Pakistan Air Force, including creative conceptualization, digital production, logistics, on-ground management, and media outreach.

2. Eligible Bidders

2.1 Bidders must meet the following criteria:

- Registered as a **legal entity** (Proprietorship/Partnership/Pvt Ltd/LLC etc.) in Pakistan.
- Possess **NTN and GST registration**, and be **active on ATL** of FBR.
- At least **five (5) years** of verifiable experience in **event management, media production, and/or social media campaigning**.
- Demonstrated capacity in managing events for **public, defence, or semi-government organizations**.
- Capability to ensure **security clearance** of staff working in sensitive locations.
- No conflict of interest or blacklisting by any public sector organization.

2.2 Joint Ventures (JVs) and consortiums are allowed. A Lead Member must be designated who will represent the group for all communications.

3. Clarification of Bidding Documents

3.1 Bidders may request clarification in writing (email/post) from the Procuring Agency not later than **seven (7) calendar days before the deadline** for submission.

3.2 Any response to clarifications, including amendments, shall be circulated to all interested bidders (if applicable) without disclosing the identity of the inquirer.

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4. Preparation of Bids

4.1 The proposal must be prepared in **English** and submitted in two parts:

- **Technical Proposal** (in a sealed envelope marked “Technical Proposal”)
- **Financial Proposal** (in a separate sealed envelope marked “Financial Proposal”)

4.2 The Technical Proposal must not contain any price or cost information. Inclusion of such information will lead to disqualification.

4.3 All documents must be signed and stamped by an authorized representative of the bidding entity.

4.4 The proposal shall remain valid for a period of **365 days** from the date of submission.

5. Bid Security

5.1 A **Bid Security equivalent to 2%** of the total financial bid must be submitted in the form of **Pay Order / Demand Draft / CDR** in favor of **Director Public Relations (Air Force)**.

5.2 Bids without valid Bid Security will be rejected.

6. Submission of Bids

6.1 Proposals must be submitted in person or by courier to:

Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters, E-9, Islamabad
Tel: 051-9507767

6.2 The **deadline for submission** shall be as specified in the Invitation for Bids. Late proposals will not be considered.

7. Opening of Bids

7.1 Only the **Technical Proposals** shall be opened in the first stage, in the presence of the bidders' representatives who choose to attend.

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7.2 Financial Proposals of only those bidders whose technical proposals meet or exceed the **minimum qualifying score (70%)** will be opened in the second stage.

8. Evaluation and Award

8.1 Proposals shall be evaluated in two stages:

- **Technical Evaluation** (based on experience, methodology, creative capacity, team composition, etc.)
- **Financial Evaluation** (only for technically qualified bidders)

8.2 The contract shall be awarded to the bidder offering the **Most Advantageous Bid**.

9. Confidentiality & Right to Reject

9.1 The Procuring Agency reserves the right to:

- Accept or reject any or all proposals as per Rule 33 of PPRA Rules.
- Keep all submissions confidential.
- Disqualify any bidder found to have misrepresented or provided false information.

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SECTION II – BID DATA SHEET (BDS)

Clause Reference	Subject	Details
ITB 1.2	Procuring Agency	Directorate General Public Relations (Air Force), Air Headquarters, Islamabad
ITB 1.3	Scope of Services	Event Management Services for the following categories: (s) Defence Day Show – “Mujahideen-e-Aflak Ko Salam”; (t) PAF Publicity Campaign on Social Media; (u) IDEAS 2026–27 Stall Arrangement/Aircraft Display (Static); (v) Promos/Videos; (w) Coverage of Squash, Winter Sports & Marathon Events
ITB 2.1	Eligibility	Open to registered Pakistani firms (or JVs) with minimum 5 years relevant experience, active on ATL, and possessing valid NTN & GST certificates. Bidders must not be blacklisted or involved in litigation with any public sector organization.
ITB 2.2	JV Participation	Permitted; must submit a notarized agreement specifying a lead partner . All JV members must independently meet eligibility criteria , except financial thresholds which may be met collectively.
ITB 3.1	Clarification Requests	Submit via email to: oroomdma@gmail.com no later than 7 calendar days before the bid submission deadline . Queries must be in writing to maintain transparency and audit trail.
ITB 4.1	Proposal Language	English
ITB 4.4	Bid Validity Period	365 calendar days from the date of bid submission
ITB 5.1	Bid Security Amount	2% of the total financial bid (refundable); to be submitted in the form of a Call Deposit Receipt (CDR), Pay Order, or Demand Draft in favor of Directorate General Public Relations (Air Force)
ITB 6.1	Submission Address	Director Public Relations, Directorate General Public Relations (Air Force), Air Headquarters, Sector E-9, Islamabad
ITB 6.2	Submission Deadline	Late bids will be returned unopened , in accordance with Rule 28 of PPRA Rules.
ITB 7.1	Opening of Technical Bids	Same day at 1130 hours in the presence of authorized bidder representatives
ITB 8.1	Technical Evaluation Threshold	Minimum qualifying score: 70% of total technical marks

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Clause Reference	Subject	Details
ITB 8.2	Evaluation Method	Most Advantageous Bid /Quality and Cost Based Selection
ITB 8.2	Financial Bid Opening	Only for technically qualified bidders. The date will be communicated in writing after technical evaluation results.
ITB 9.1	Rights of Procuring Agency	PAF reserves the right to accept or reject any or all bids, cancel bidding, or withhold award under Rule 33 of PPRA Rules . While reasons may not be disclosed to bidders, internal documentation shall be maintained for transparency.

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SECTION III – TERMS OF REFERENCE (ToRs)

1. Background

The Pakistan Air Force (PAF), as a premier security establishment, organizes and participates in high-visibility national events to promote patriotism, national pride, and strategic outreach. The Directorate General Public Relations (Air Force) seeks proposals from competent event management and media firms to deliver a set of critical services for the fiscal year 2026–27.

2. Objectives

The primary objective of this procurement is to engage a technically competent and creatively driven event management firm to deliver high-quality services for the Pakistan Air Force’s national and institutional engagements. The selected firm shall support PAF in:

- Effectively communicating its **strategic narrative and national contributions** through impactful public events and digital campaigns;
 - Ensuring the **flawless conceptualization, design, and execution** of events that reflect the ethos and prestige of the Pakistan Air Force;
 - Maintaining strict compliance with **security protocols**, operational discretion, and institutional branding standards;
 - Achieving high standards of **creative innovation, logistical coordination, and media dissemination** across traditional and digital platforms;
 - Enhancing **public outreach**, national pride, and stakeholder engagement through well-curated, culturally resonant content.
-

3. Detailed Scope of Work

The services required under this contract are grouped into **five thematic activity areas**. Bidders may apply for one or more categories; however, preference will be given to firms capable of managing all components in a consolidated manner to ensure thematic consistency, brand integrity, and logistical cohesion across events.

The specific categories are as follows:

(a) Defence Day Show – “Mujahideen-e-Aflak Ko Salam”

- Development of an impactful live performance/show concept highlighting PAF’s operational excellence and national legacy.
- Design and installation of thematic stage, sound, lighting, projection, and AV elements.

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- Scriptwriting, visual storytelling, and choreographed presentation aligned with Defence Day themes.
 - Coordination with artists, veterans, and performers (as approved by PAF).
 - Production of teaser videos, opening AV segments, and tribute montages.
 - Complete multi-camera coverage, drone-based visuals (where permitted), and production of a post-event documentary (4–6 minutes).
- (b) **PAF Publicity Campaign on Social Media (Annual – 2026–27)**
- Production of static and animated social media content: infographics, reels, stories, and motion graphics.
 - Paid media campaign execution on Facebook, Instagram, YouTube, and X (Twitter), including audience targeting and budget optimization.
 - Comment moderation and community management, with sensitivity to institutional and national image.
 - Monthly analytics and performance reports with strategic recommendations for improvement.
- (c) **IDEAS 2026-27 – Stall Arrangement & Static Aircraft Display (Karachi Expo Centre)**
- Design and fabrication of PAF’s exhibition stall using high-quality branding materials, lighting, digital display units, and multi-sensory elements.
 - Integration of **static aircraft displays** within or adjacent to the stall, with site planning, barricading, lighting, and thematic backdrops.
 - Coordination with PAF logistics and security teams for aircraft movement, positioning, and compliance.
 - On-site management, branding support, visitor engagement materials, and hospitality arrangements.
 - Installation and operation of digital video screens looping PAF promos and interactive content.
 - Post-event dismantling, storage transfer, and submission of execution report including visuals.
- (d) **Promos, Videos, and AV Content Creation**
- Scriptwriting, storyboarding, and production of thematic videos for:
 - Defence Day, Independence Day, Air Shows, IDEAS Expo, etc.
 - Production of animated explainers, montage reels, and motion graphics (Urdu/English).
 - Cinematic editing, soundtrack scoring, and professional voiceovers.
 - Drone-based aerial footage, time-lapse captures, and specialized camera work (subject to security clearance).
 - Delivery of final edits in multiple resolutions and formats suitable for TV, web, and social media, along with source project files.

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(e) Coverage of Squash, Winter Sports & Marathon Events

- Full event-day coverage using multi-camera teams (photo and video).
 - On-site interviews with participants, senior officials, and VIPs.
 - Immediate editing of highlight reels for social media release within 24 hours.
 - Provision of hosts/anchors for event moderation (if requested).
 - Branding support including stage backdrops, banners, and emcee material.
 - Post-event production of summary video (2–3 minutes), and archival compilation of media assets.
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4. Deliverables

The selected firm(s) shall provide the following category-wise deliverables, ensuring timely execution, creative excellence, and full compliance with Pakistan Air Force protocols.

4.1. Defence Day Show – “Mujahideen-e-Aflak Ko Salam”

- Event concept note, including theme, visual direction, and national messaging
 - Detailed stage and AV layout plan with lighting and 3D visualization
 - Bilingual script and performance storyboard
 - Performer lineup and segment timings (subject to PAF approval)
 - Production of:
 - Opening AV/teaser (60–90 seconds)
 - Thematic tribute video segments
 - Event documentary (4–6 minutes)
 - Full stage and AV setup (audio, lights, projection, screens)
 - Multi-camera event coverage including drone footage (subject to clearance)
 - Submission of a post-event execution report and media drive
 - Security-vetted team list (submitted at least 15 days in advance)
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4.2. PAF Publicity Campaign on Social Media (FY 2026–27)

- Annual digital content calendar covering key occasions and outreach priorities
- Monthly content kits per theme/campaign, including:
 - 3–5 infographics
 - 2–3 short-form videos (30–60 sec)
 - 1 motion graphic/animation
 - Captions in Urdu and English
- Paid campaign execution strategy with monthly KPIs
- Monthly campaign performance and analytics report
- Moderation and community response plan aligned with PAF’s public image
- Secure and controlled access for digital content scheduling and publishing

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4.3. IDEAS 2026–27 – Stall Arrangement & Static Aircraft Display (As Required)

- Stall design proposal including:
 - CAD layout
 - Branding and structural mock-ups
 - Fabrication completion plan with milestone dates
 - Aircraft display layout, positioning guide, and lighting plan
 - Visitor engagement package (brochures, digital displays, guided messaging)
 - Live screening of PAF promotional media at the stall
 - Pre-, during-, and post-event photographic and video documentation
 - Post-event report including visuals, visitor metrics, and execution notes
 - Dismantling and logistics handover report
-

4.4. Promos, Videos, and AV Content Creation

- Creative brief and script per video production
 - Production of:
 - Teaser (15–30 sec)
 - Thematic promo (45–60 sec)
 - Full audiovisual (2–3 min)
 - Visual elements (b-roll, drone, time-lapse) as required
 - Editing with soundtrack, voiceover (Urdu/English), and subtitles
 - Delivery of:
 - Final videos in HD and optimized social formats
 - Editable project files (Adobe Premiere/After Effects)
 - Platform-specific variants (FB, IG, YouTube, etc.)
-

4.5. Squash, Winter Sports & Marathon Event Coverage

- Pre-event site plan with coverage angles and equipment placement
 - Event-day media coverage:
 - Videography (multi-camera)
 - Photography (minimum 40 edited images)
 - Interviews with participants and VIPs
 - Same-day highlight reel (60–90 seconds)
 - Post-event summary video (2–3 minutes with voiceover)
 - Branding deliverables (event backdrop, banners, media board)
 - Compilation of all assets (video, audio, images) in structured folders
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General Deliverables (Applicable to All Categories)

- Execution schedule and milestone calendar for each assignment
 - Security clearance list for all on-ground personnel (with CNICs)
 - Event completion report including summary, feedback, and visual proof
 - Submission of a final master drive per activity, including:
 - All raw footage and photos
 - Final exports
 - Editable design and video files
 - Platform-optimized media formats
-

5. Duration of Engagement

The contract shall remain valid for the full fiscal year (**July 2026 – June 2027**) and may be renewed subject to performance and availability of budget.

6. Security & Confidentiality

- All staff deployed must undergo **security clearance** by PAF authorities.
 - All media content produced is property of PAF and may not be reused without written permission.
 - Devices used for content production may be subject to inspection.
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7. Penalties & Non-Compliance

Failure to deliver services as per schedule, standards, or security compliance may result in:

- Deduction of payment
- Blacklisting
- Legal action under relevant laws

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SECTION IV – TECHNICAL EVALUATION CRITERIA

Only firms scoring **70 or above** out of 100 marks shall qualify for the Financial Bid opening.

A. Firm's Experience & Relevant Assignments (30 Marks)

Sub-Criteria	Max Marks	Evaluation Basis
A1. Experience in managing Defence/National Day	10	2 marks per project, must provide verifiable evidence (e.g., POs, LoRs, videos)
A2. Experience in Public Sector/State Institution Digital Campaigns	5	At least 2 relevant campaigns within past 5 years
A3. Stall Design & Management for Exhibitions like IDEAS or Expo Pakistan	5	2.5 marks per event (must include photos/renderings)
A4. Experience in Aerial/Drone and High-Security Area Coverage	5	Provide 2 past examples with security compliance
A5. Experience in Social Media Content Creation (videos, promos, reels) for public sector	5	Demonstrated through portfolio and links

B. Creative & Technical Proposal (30 Marks)

Sub-Criteria	Max Marks	Evaluation Basis
B1. Concept Note for Defence Day Show – <i>"Mujahideen-e-Aflak Ko Salam"</i>	10	Marks based on originality, script depth, alignment with national themes
B2. Social Media Campaign Plan (12-month)	8	Engagement plan, content calendar, innovation
B3. Sample Promo/Video/Infographic submitted with proposal	7	Quality, relevance, and branding alignment
B4. Stall Design Mock-up (IDEAS)	5	3D visual, branding consistency, innovation

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C. Team Composition & Resources (20 Marks)

Sub-Criteria	Max Marks	Evaluation Basis
C1. Creative Director (profile/CV)	4	Minimum 7 years experience
C2. Social Media Manager	3	Hands-on with analytics and content scheduling
C3. Video Production Lead	3	Must have 5+ projects of national repute
C4. Fabrication/Branding Lead for exhibitions	3	Evidence of project leadership on major stalls
C5. Security-cleared Field Team (minimum 5 profiles with CNICs)	5	Preference for those with prior military clearance

D. Financial Soundness & Legal Compliance (10 Marks)

Sub-Criteria	Max Marks	Evaluation Basis
D1. Average Annual Turnover (last 3 years) > PKR 15 million	4	Audited statements or bank certificate required
D2. Active Taxpayer Status with valid NTN & GST	3	Verified through ATL and FBR certificate
D3. Affidavit of Non-Blacklisting / Litigation Disclosure	3	Must be signed by authorized signatory on stamp paper

E. Client Feedback / Past Performance (10 Marks)

Sub-Criteria	Max Marks	Evaluation Basis
E1. Letters of Recommendation or Completion Certificates	5	2.5 marks each for relevant projects
E2. Visual Evidence / Portfolio Quality	5	Based on submitted media, documentation, or links

Passing Criteria

- **Minimum Score to Qualify:** 70 out of 100
- Only technically qualified firms will proceed to **financial bid evaluation**.

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SECTION V – FINANCIAL PROPOSAL FORMAT

(To be submitted in a separate sealed envelope marked "Financial Proposal")

All amounts must be quoted in **Pakistani Rupees (PKR)** and must be **inclusive of all applicable taxes**.

Partial or conditional bids will not be accepted unless explicitly allowed.

The financial proposal shall reflect a **consolidated cost per activity category**, with a detailed breakdown to ensure clarity and comparability.

A. Summary Sheet (Consolidated Cost Overview)

Sr. No.	Event Category	Total Quoted Cost (PKR)	Remarks
1	Defence Day Show – "Mujahideen-e-Aflak Ko Salam"	_____	Concept, script, setup, AV, coverage
2	Social Media Publicity Campaign (FY 2026–27)	_____	Annual content creation, ads, reporting
3	IDEAS 2026–27 – Stall & Static Aircraft Display	_____	Design, fabrication, logistics, compliance
4	Promos, Videos & AV Content	_____	Teasers, promos, full AV, platform formats
5	Winter Sports & Marathon Coverage	_____	Photo, video, editing, interviews
Total Bid Price (Inclusive of all Taxes)		PKR _____	<i>To be carried to Bid Form</i>

B. Detailed Breakdown (Per Event Category)

1. Defence Day Show – "Mujahideen-e-Aflak Ko Salam" (As required)

Item	Description	Unit	Qty	Unit Cost (PKR)	Total Cost
Stage & Lighting Setup	Custom stage, AV projection, lighting	Lump sum	1	_____	_____
Scriptwriting & Creative Direction	Urdu/English script and show theme	Lump sum	1	_____	_____
Opening AV/Teaser	60–90 sec video	Each	1	_____	_____
Live Performance Coordination	Performers, choreography, rehearsals	Lump sum	1	_____	_____

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Item	Description	Unit	Qty	Unit Cost (PKR)	Total Cost
Full Event Coverage	Multi-cam + drone + audio	Lump sum	1	_____	_____
Post-Event Documentary	4–6 minute final cut	Each	1	_____	_____
Total					_____

2. PAF Publicity Campaign on Social Media (FY 2026–27)

Item	Description	Frequency	Rate (PKR/Month)	Total Cost
Monthly Content Calendar	Planning & scheduling	12	_____	_____
Content Creation	Infographics, videos, reels	12	_____	_____
Paid Promotions	FB, IG, YouTube, X	12	_____	_____
Analytics & Reporting	Campaign KPIs & insights	12	_____	_____
Community Moderation	Optional service	12	_____	_____
Total				_____

3. IDEAS 2026–27 – Exhibition Stall & Aircraft Display

Item	Description	Unit	Qty	Unit Cost	Total
Stall Design & 3D Mock-ups	CAD-based visuals	Each	1	_____	_____
Fabrication & Installation	Structure, lighting, screens	Lump sum	1	_____	_____
Aircraft Display Setup	Layout, lighting, AV	Lump sum	1	_____	_____
Visitor Engagement & Materials	Displays, branding, giveaways	Lump sum	1	_____	_____
On-Site Technical & Support Staff	Logistics & coordination	Lump sum	1	_____	_____
Post-Event Reporting & Dismantling	Visuals + clearance	Lump sum	1	_____	_____
Total					_____

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4. Promos, Videos & AV Content Creation

Item	Description	Unit	Qty	Unit Cost	Total
Script & Storyboard	Per video theme	Set	3		
Teaser (15–30 sec)	Short, captioned	Video	3		
Promo (45–60 sec)	With voiceover	Video	3		
Full AV (2–3 min)	Cinematic + VO	Video	3		
Drone/Aerial Filming	Subject to approval	Day			
Platform Formatting	IG, YouTube, FB edits	Lump sum	1		
Total					

5. Squash, Winter Sports & Marathon Event Coverage

Item	Description	Unit	Qty	Unit Cost	Total
Photography	Edited stills (40+)	Event			
Videography	Multi-cam, interviews	Event			
Highlight Reel	60–90 sec edit	Event			
Summary Documentary	2–3 mins with VO	Event			
Branding & Emcee Setup	Backdrop, banners, host (optional)	Lump sum	1		
Total					

C. Bid Form Declaration

I/We hereby submit our Financial Proposal for the “Provision of Event Management Services” in accordance with the scope and specifications provided in the RFP. We confirm that all amounts are inclusive of applicable taxes and are valid for 120 days.

Authorized Signatory: _____

Name: _____

Designation: _____

Firm Name: _____

Stamp & Date: _____

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PROPOSAL SUBMISSION FORMS APPENDIX

S NO.	REFERENCE	DESCRIPTION
1.	Form-1	Bid Submission Form
2.	Form-2	Bidder Profile Form
3.	Form-3	Affidavit of Eligibility & Non-Blacklisting
4.	Form-4	Joint Venture Declaration (if applicable)
5.	Form-5	Checklist for Technical Proposal (Attach with Proposal)

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SECTION VI – PROPOSAL SUBMISSION FORMS

To be submitted as part of the Technical Proposal unless stated otherwise.

Form 1: Bid Submission Form

[On official letterhead of the bidder]

To:

Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters, Islamabad

Subject: Submission of Proposal – Event Management Services for FY 2026–27

Dear Sir,

I, the undersigned, offer to provide the services as per the Request for Proposal (RFP) issued by your office, and hereby submit our Technical and Financial Proposals in separate sealed envelopes.

We certify that:

1. We have read, understood, and agree to the Terms of Reference (ToRs), Instructions to Bidders, and all conditions of contract.
2. The information provided in this proposal is accurate to the best of our knowledge.
3. We acknowledge the right of PAF to reject all bids under PPRA Rule 33.
4. The financial proposal is inclusive of all taxes.
5. This proposal shall remain valid for a period of 365 days.

Sincerely,

Authorized Signatory: _____

Name: _____

Designation: _____

CNIC No.: _____

Company Name: _____

Stamp & Signature: _____

Date: _____

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Form 2: Bidder Profile Form

Item	Details
Legal Name of Firm	
Year of Incorporation	
NTN & GST Numbers	
Registered Address	
Office Phone & Email	
CEO / Managing Partner Name	
Core Business Area	
Total Employees	
Relevant Years of Experience	
Names of Key Clients (last 3 years)	
Past PAF or Defence-Sector Work (Yes/No)	
JV/Consortium Details (if applicable)	

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Form 3: Affidavit of Eligibility & Non-Blacklisting

[To be submitted on legal stamp paper of minimum Rs. 100, signed by the authorized signatory and notarized]

We, [Name of Firm], located at [Address], do hereby declare and affirm that:

1. We are not blacklisted or debarred by any public sector organization in Pakistan.
2. We have not been involved in corrupt, fraudulent, collusive, or coercive practices.
3. All documents, certificates, and statements submitted in this proposal are true and correct.
4. We shall abide by all terms and conditions set forth in the RFP issued by the Directorate General Public Relations (Air Force).

Signature: _____

Name: _____

Designation: _____

CNIC: _____

Company Seal: _____

Date: _____

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Form 4: Joint Venture Declaration (if applicable)

[On letterhead of each member, signed by authorized representatives]

We, the undersigned firms, declare that we have formed a Joint Venture for the purpose of bidding for the RFP titled "*Provision of Event Management Services – FY 2026–27*". We agree that:

- The Lead Member shall be [Insert Name of Firm]
- All members are jointly and severally responsible for performance
- The JV Agreement is attached to this submission

Signed:

[Member 1]

Signature: _____ | Stamp: _____

[Member 2]

Signature: _____ | Stamp: _____

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Form 5: Checklist for Technical Proposal (Attach with Proposal)

Checklist Item	Attached (✓)
Bid Submission Form (Form 1)	
Bidder Profile (Form 2)	
Affidavit of Eligibility (Form 3)	
JV Declaration (if applicable)	
Copy of NTN, GST, ATL status	
Audited Financials (3 years)	
Portfolio/Visuals/Work Samples	
Team CVs	
Concept Note for Defence Day Show	
Campaign Calendar Sample	
Stall Design Mockup	
Security Clearance Forms (if available)	
Copy of CNICs of Key Team Members	

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EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

EOI DOCUMENTS APPENDIX

S NO	Reference No	Description
1.	Form-1	Proposal Submission Form
2.	Form-2	Advertising Agency Name
3.	Form-3	Documents Attached
4.	Form-4	Contact Person
5.	Form-5	Affidavit of eligibility & Non-Blacklisting
6.	Form-6	Joint Venture Declaration (if applicable)

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

PROPOSAL SUBMISSION FORMS

To be submitted as part of the Technical Proposal unless stated otherwise.

Form 1: Proposal Submission Form

[On official letterhead of the bidder]

To:

Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters, Islamabad

Subject: Submission of Proposal – PREQUALIFICATION OF ADVERTISING AGENCY

Dear Sir,

I, the undersigned, offer to provide the services as per the Expression of Interest (EOI) issued by your office, and hereby submit our technical in sealed envelopes.

We certify that:

1. We have read, understood, and agree to the Terms of Reference (ToRs), Instructions to Bidders and all conditions of contract.
2. The information provided in this proposal is accurate to the best of our knowledge.
3. We acknowledge the right of PAF to reject all proposals under PPRA Rule 33.

Sincerely,

Authorized Signatory: _____

Name: _____

Designation: _____

CNIC No.: _____

Company Name: _____

Stamp & Signature: _____

Date: _____

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

Form 2: Advertising Agency Name:

Description	Details
Legal Name of Firm	
Year of Incorporation	
NTN & GST Numbers	
PID Registration No.	
Registered Address	
Office Phone & Email	
CEO / Managing Partner Name	
Location of Branches	
Total Employees	
Annual Turnover	
Advertising experience as per NTN Registration	
Past PAF or Defence-Sector Work (Yes/No)	
JV/Consortium Details (if applicable)	

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

Form 3: Documents Attached

Document	Yes	No	Remarks
Legal Name of Firm			
NTN and Active Income tax payer list Document			
FBR document mentioning turnover 01 July 2025 to 30 June 2026.			
Audited statements of last 03 Years			
PID Registration Certificate			
Securities & Exchange Commission of Pakistan (SECP) Registration Certificate			
Profile, designs, art files and art work			
Experience Letter (on Company letterhead)			
Client age list (on Company letterhead)			
Name and designation wise manpower detail (Regular/Permanent) on Company Letterhead			
Affidavit on stamp paper that agency is not blacklisted by Ministry/Division/Government Department / Government Organization or Federal /any Provincial Department			
Past PAF or Defence-Sector Work			
JV/Consortium Details (if applicable)			
Any Other detail			

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

Form 4: Contact Person

Description	Detail
Full Name	
Designation	
CNIC	
Phone / Fax	
Address	
Date	
Cell No.	
E-mail	

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

Form 5: AFFIDAVIT OF ELIGIBILITY & NON-BLACKLISTING

[To be submitted on legal stamp paper of minimum Rs. 100, signed by the authorized signatory and notarized]

We, [Name of Firm], located at [Address], do hereby declare and affirm that:

1. We are not blacklisted or debarred by any public sector organization in Pakistan.
2. We have not been involved in corrupt, fraudulent, collusive, or coercive practices.
3. All documents, certificates, and statements submitted in this proposal are true and correct.
4. We shall abide by all terms and conditions set forth in the Expression of Interest (EOI) documents issued by the Directorate General Public Relations (Air Force).

Signature: _____

Name: _____

Designation: _____

CNIC: _____

Company Seal: _____

Date: _____

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCY

Form 6: Joint Venture Declaration (if applicable)

[On letterhead of each member, signed by authorized representatives]

We, the undersigned firms, declare that we have formed a Joint Venture for the purpose of bidding for the Expression of Interest (EOI) documents titled "*Pre-Qualification of Advertising Agency*".

We agree that:

- The Lead Member shall be [Insert Name of Firm]
- All members are jointly and severally responsible for performance
- The JV Agreement is attached to this submission

Signed:

[Member 1]

Signature: _____ | Stamp: _____

[Member 2]

Signature: _____ | Stamp: _____

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

EXPRESSION OF INTEREST : APPENDIX

S No	Reference No	Description
1.	Form-1	Proposal Submission Form
2.	Form-2	Printing and Production Agency Name
3.	Form-3	Documents Attached
4.	Form-4	Contact Person
5.	Form-5	Affidavit of eligibility & Non-blacklisting
6.	Form-6	Joint Venture Declaration (if applicable)

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

PROPOSAL SUBMISSION FORMS

To be submitted as part of the Technical Proposal unless stated otherwise.

Form 1: Bid Submission Form

[On official letterhead of the bidder]

To:

Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters, Islamabad

Subject: Submission of Proposal – PREQUALIFICATION OF PRINTING AND PRODUCTION AGENCY 2026-27

Dear Sir,

I, the undersigned, offer to provide the services as per the Expression of Interest (EOI) issued by your office, and hereby submit our Technical in sealed envelopes.

We certify that:

1. We have read, understood, and agree to the Terms of Reference (ToRs), Instructions to Bidders, and all conditions of contract.
2. The information provided in this proposal is accurate to the best of our knowledge.
3. We acknowledge the right of PAF to reject all bids under PPRA Rule 33.

Sincerely,

Authorized Signatory: _____

Name: _____

Designation: _____

CNIC No.: _____

Company Name: _____

Stamp & Signature: _____

Date: _____

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

Form 2: Printing and Production Agency Name:

DESCRIPTION	DETAILS
Legal Name of Firm	
Year of Incorporation	
Registration No.	
NTN & GST Numbers	
Registered Address	
Office Phone & Email	
CEO / Managing Partner Name	
Location of Branches	
Total Employees	
Annual Turnover	
Printing and Production agency experience as per NTN registration	
Past PAF or Defence-Sector Work (Yes/No)	
JV/Consortium Details (if applicable)	

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

Form 3: Documents Attached

Document	Yes	No	Remarks
Legal Name of Firm			
NTN and Active Income tax payer list Document			
FBR document mentioning turnover 01 July 2025 to 30 June 2026.			
Audited statements of last 03 Years			
Securities & Exchange Commission of Pakistan (SECP) Registration Certificate			
Profile, designs, art files and art work			
Experience Letter (on Company letterhead)			
Client age list (on Company letterhead)			
Name and designation wise manpower detail (Regular/Permanent) on Company Letterhead			
Affidavit on stamp paper that agency is not blacklisted by Ministry/Division/Government Department / Government Organization or Federal /any Provincial Department			
Past PAF or Defence-Sector Work			
JV/Consortium Details (if applicable)			
Any Other detail			

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

Form 4: Contact Person

Description	Detail
Full Name	
Designation	
CNIC	
Phone / Fax	
Address	
Date	
Cell No.	
E-mail	

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

Form 5: AFFIDAVIT OF ELIGIBILITY & NON-BLACKLISTING

[To be submitted on legal stamp paper of minimum Rs. 100, signed by the authorized signatory and notarized]

We, [Name of Firm], located at [Address], do hereby declare and affirm that:

1. We are not blacklisted or debarred by any public sector organization in Pakistan.
2. We have not been involved in corrupt, fraudulent, collusive, or coercive practices.
3. All documents, certificates, and statements submitted in this proposal are true and correct.
4. We shall abide by all terms and conditions set forth in the Expression of Interest (EOI)

documents issued by the Directorate General Public Relations (Air Force).

Signature: _____

Name: _____

Designation: _____

CNIC: _____

Company Seal: _____

Date: _____

PAKISTAN AIR FORCE

(AIR HEADQUARTERS ISLAMABAD)

EXPRESSION OF INTEREST

SELECTION OF PRINTING & PRODUCTION AGENCY

Form 6: Joint Venture Declaration (if applicable)

[On letterhead of each member, signed by authorized representatives]

We, the undersigned firms, declare that we have formed a Joint Venture for the purpose of bidding for the Expression of Interest (EOI) documents titled "*Pre-Qualification of Printing and Production Agency*".

We agree that:

- The Lead Member shall be [Insert Name of Firm]
- All members are jointly and severally responsible for performance
- The JV Agreement is attached to this submission

Signed:

[Member 1]

Signature: _____ | Stamp: _____

[Member 2]

Signature: _____ | Stamp: _____