

Request for Proposals

Branding of PIND Special Purpose Vehicle (SPV)

BACKGROUND

The Foundation for Partnership Initiatives in the Niger Delta (PIND) is a non-profit organization that promotes peace and equitable economic growth in the Niger Delta region through strategic partnerships and collaborations with diverse organizations, including bilateral and multi-lateral aid agencies, federal and state government agencies in Nigeria, private companies, and civil society.

With an overarching goal of increasing income and employment in the region, PIND has two primary programs:

- **Economic Development:** Facilitates inclusive, sustainable, and diversified economic growth enabled by improved analysis, advocacy, and capacity building of market actors.
- **Peace Building:** Strengthens conflict management systems and capacities for enabling peace & economic growth, utilizing analysis & advocacy to address constraints to peace

Four enablers—capacity building, advocacy, communications, gender, and social inclusion—support these two programs.

PROJECT BACKGROUND

PIND is dedicated to promoting peacebuilding and sustainable economic development in the Niger Delta. To enhance its initiatives' visibility, reputation, and awareness, PIND is seeking proposals from branding agencies to develop a comprehensive branding strategy for its \$75M Special Purpose Vehicle (SPV). The SPV aims to provide concessional debt capital to SMEs in critical sectors like Access to Energy, Food and Agriculture, and Youth Entrepreneurship, with a focus on the Niger Delta region.

PURPOSE OF THE ASSIGNMENT

The branding will position the SPV as a key source of local currency financing for SMEs, supporting sustainable development and inclusive growth in Nigeria. The brand should communicate the SPV's impact in bridging the financing gap for growth-stage businesses.

SCOPE OF SERVICES

The branding agency will develop a complete brand identity, including:

1. **Brand Strategy:** Defining the SPV's value proposition, mission, and messaging framework.
2. **Brand Identity Design:** Creating the brand name, logo, tagline, and visual identity.

Head Office

NO 4, 2nd Avenue,
FHA Estate, Guzape,
Abuja, Nigeria

Economic Development Center

Queens Court, Kings Avenue,
Off Tombia Extension, GRA Phase 3,
Port Harcourt,
Rivers State, Nigeria

Economic Development and ATED Center

Ejuri/Omoba Etchie Street,
Egbokodo Itsekiri,
Delta State, Nigeria

3. **Brand Story & Messaging:** Crafting the SPV's narrative and tailored messaging for stakeholders.
4. **Digital Branding:** Designing an engaging website, social media templates, and digital assets.
5. **Collateral Design:** Developing materials like brochures, business cards, and investor decks.
6. **Launch & Communications Strategy:** Proposing strategies for brand launch and promotions.

TARGET AUDIENCE

The brand will target SMEs, impact and commercial investors, DFIs, foundations, government bodies, and policymakers.

DURATION

The services will be required from June 15th - September 30th 2025 with the possibility of an extension based on performance and PIND's requirements.

EVALUATION CRITERIA

PIND will assess proposals based on creativity, understanding of the SPV's goals, agency experience, and cost-effectiveness, industry experience and portfolio (visual design, messaging, digital marketing & social media), evidence of cross-sector understanding and experience.

Agencies should have clear processes, and measurable results; with a proven track record, clear communication, and a focus on creating measurable outcomes.

COSTS

Agencies are requested to submit a budget in Nigerian Naira that covers all aspects of the project. Proposals must be submitted by email by the specified deadline.

QUALIFICATIONS

Agencies should have experience in branding for financial services or impact investment, particularly in Sub-Saharan Africa or emerging markets. Strong portfolios and expertise in communicating complex financial and social objectives, and experience with cross-sector (private sector, government, philanthropy) language and dynamic within a blended finance context are required.

HOW TO APPLY

Interested agencies must submit a technical and financial proposal detailing how to meet the objectives and scope outlined above. The proposals must include:

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- Agency profile highlighting experience and qualifications.
- Examples of relevant work and references from previous clients.
- Project approach, proposed work plan for the scope of services.
- Detailed financial proposal, including cost breakdown denominated in Nigerian Naira

The application should be emailed to etender@pindfoundation.org along with the following mandatory items/supporting documents on or before **12.00 midnight of 9th June 2025**.

Mandatory Required items from vendors/consultants who intend to bid on any work or service in PIND

1. Certificate of Business Registration/Mean of Personal Identification
2. Profile of organization or resume in case of a consultant
3. Completed PIND bio data form in case of consultants
4. Valid Tax Clearance Certificate
5. Bank Reference Letter
6. **Stamp Duty Notification Applicability:**

All bidders are advised to note that Stamp Duty applies to the total value specified in all contracts/grant agreements, as stipulated by the Stamp Duties Act of 2004. The deduction will be made at source and remitted to the Federal Inland Revenue Service (FIRS).

The information shared is processed and safeguarded in line with PIND's Privacy Policy. For more information, visit <https://pindfoundation.org/privacy-policy>

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