

Terms of Reference (TOR ) for Below The Line Marketing Services.

.Job by: Yalelo Uganda in Partnership with Master card Foundation and Private Sector Foundation.

Category: Marketing and Advertising Services.

## **Job Description.**

### **Term of Reference (TOR ) for Below The Line Marketing Services.**

#### **1.0 Background.**

Yalelo Uganda Limited (Referred to as Yalelo ) operates in the Aquaculture industry. Yalelo is a pioneer in African aquaculture, combining local resources with world-class aquaculture practices. Yalelo began its operations in 2019 and has grown to become Uganda’s market leader in sustainable fish production. Our cages are among the largest in Africa providing an open environment for our fish to swim far and deep against the natural lake currents.

Yalelo’s main drive is to lead Uganda in becoming a regional Aquaculture powerhouse by sustainably developing region-wide fish Protein and stabilizing regional food security by sustainably producing reliable and affordable supply of fresh fish.

Yalelo Uganda (YU) in partnership with the Private Sector Foundation of Uganda (PSFU ) under the Young Africa Works Uganda program sponsored by Master Card Foundation aims at creating employment opportunities for both the youth and women entrepreneurs in the fish value chain (Advancing Women and Youth ‘s entrepreneurs in the fish value chain for wealth creation ) in the age range of 18-35 years.

YU strives to engage 7215 youth entrepreneurs in different sales channels to avail fresh fish to consumers in the Kampala Metropolitan Areas (KMA), Wakiso, Mukono and then countrywide.

YU, therefore, invites competent BTL agencies to implement the assignment of Below The Line Marketing Services.

#### **2.0 Purpose of the Below The Line Marketing Services**

The purpose is to generate fish demand for existing beneficiaries as well as recruiting potential youth to join the fish value chain business around the Yalelo shops.

#### **3.0 Scope of Work for the Below The Line Marketing Services.**

- The agency will provide and manage 7 on-the-ground brand ambassadors.
- The agency will provide and manage the functionality of a branded van with a music system, its fuel and generator.
- The agency will provide and manage the MC of the on-ground activations.
- The agency will provide and manage photography & videography during the on- ground

activations to capture real time activity.

- The agency will provide and manage set up/decoration of the activation point.
- The agency will provide a report after every on- ground activation held.
- The agency will provide a route plan/work plan before an on-ground activation is to take place.
- The agency will identify and recruit 2 local influencers that will inspire the youth communities.
- The agency will carry out 20-30 Below The Line activations in the following areas:

Kasangati	Kibuye	Bulaga
Nansana	Kawempe	Bwaise
Kyambogo	Ntinda	Kireka
Kibuli	Nateete	Mukono
Kyengeru	Mutungo	Katooke
Kyaliwajjala	Namasuba	Kasubi

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#### 4.0 Major Deliverables.

The agency is expected to deliver the following upon completion of the tasks.

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1	Submit a Below the Line proposal, activation concept and implementation plan starting in the month of November 2023. A route plan will also be required once an agency has been selected.
2	Implement The Below The Line Marketing Approach
3	Monitoring and Reporting

#### 5.0 Reporting Lines.

- The agency shall report directly to the YU marketing team on matters of progress and completion of the assignment who shall be responsible for checking the quality of work and the extent to which the reports fulfil the requirements stated in the TOR before the respective payments are done.

#### 6.0 Responsibilities of Yalelo .

- Provide TOR for the assignment.
- Provide activation briefs.
- Mobilize all partners and other stakeholders for communication reverts.
- Payment on work done.

#### 8.0 Pre-Qualification requirements

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1	Proposal	<ul style="list-style-type: none"><li>• Complete details of the year of establishment of the agency and experience</li><li>• Project Organization and Management Plan</li><li>• Team details (No. of members, skills, experience)</li><li>• Details of Below The Line Projects completed.</li><li>• Details of registration with Income Tax, Sales Tax</li><li>• The firm's financial strength proves the firm's capacity to carry out projects.</li></ul>

2	Qualification	<ul style="list-style-type: none"><li>• Client list and testimonials for whom advertising has been done.</li><li>• Bank statement</li><li>• Incorporation status</li><li>• National Tax Certificate and sales tax registration certificate</li><li>• Affidavit to the effect that any government department has not blacklisted the company.</li></ul>

Application Process.

Interested Service providers should visit our website [www.yalelo.ug](http://www.yalelo.ug) for a detailed terms of reference. Proposals should be sent along with company registration documents to [procurement@yalelo.ug](mailto:procurement@yalelo.ug) not later than Thursday 23<sup>rd</sup> November 2023.