



Volunteering Equality  
Rights Action  
VERA 2024



Co-funded by  
the European Union

Project Number: 101140501

(Revealing European Values in Volunteering in Europe - REVIVE Project No. 101051131)

## EXPRESSION OF INTEREST

**For the provision of services of marketing / PR generalist in  
support of volunteering family event**

**Funded by the**

**Malta Council for the Voluntary Sector and the Centre for European  
Volunteering**

Malta Council for the Voluntary Sector

Tel: +(356) 2248 1134/5

Email: [mcvs.mivc@gov.mt](mailto:mcvs.mivc@gov.mt)

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Expression of Interest for the provision of services of marketing / PR generalist in support of volunteering family event.

**Responsible entity:**

Malta Council for the Voluntary Sector

Tel: +(356) 2248 1134/5

Email: [volunteer@maltacvs.org](mailto:volunteer@maltacvs.org)

Interested parties are to submit their proposal on [volunteer@maltacvs.org](mailto:volunteer@maltacvs.org), clearly indicating in the subject of the email: EOI - for the provision of services of marketing / PR generalist in support of volunteering family event.

Proposals must be submitted by **Friday 9<sup>th</sup> August at noon.**

Late submissions will not be considered.

**Declaration**

With reference to the advert ‘Expression of Interest for the provision of services of marketing / PR generalist in support of volunteering family event.’ and in terms of conditions specified in this document,

I / We bind ourselves to provide the services proposed, in line with the afore mentioned conditions.

I/We declare that the submitted proposal will not be withdrawn for one month after the submission deadline. Proposal will remain valid and can be accepted by the Council at any time within this period.

*Kindly fill and sign below in agreement to the above statements.*

Name and Surname of Legal Representative	
ID Card Number	
Name of Partnership / Business if applicable	
Signature	

### **Purpose of this EOI**

The Malta Council for the Voluntary Sector is seeking the services of marketing / PR generalist in support of volunteering family event.

### **Introduction**

MCVS has been awarded European funding under the VERA 2024 sub-fund, facilitated by the Centre for European Volunteering, to develop a project aimed at expanding inclusive volunteering opportunities and creating tailored engagement opportunities for individuals with disabilities.

In collaboration with Agenzija Support, MCVS has organised a family fun day expecting 300 to 400 attendees. The event will feature various sections including workshops, food area, children's area, and a market area, involving numerous voluntary organisations. This project has created several volunteering roles for individuals with disabilities, allowing them to support both the voluntary organisations and MCVS, while also participating in civic engagement activities.

The project has several goals:

- Allow voluntary organisations to showcase their services and mission to the public.
- Provide opportunities for fundraising and recruiting of new members or engagement of children in their activities.
- Emphasize inclusivity by involving individuals with disabilities in meaningful roles.
- Offer a successful and enjoyable family day for Maltese families, particularly for children, through various activities to encourage public involvement in the voluntary sector.
- To inspire children to get involved in volunteering.

Details of the event:

Date: 20<sup>th</sup> October 2024

Time: 10am till 4pm

Location: San Klement Park in Ħaż – Żabbar

Target attendees: Maltese families with children of ages between 6 to 13

Number of participants: 300 to 400 attendees

### **Services required**

We require the promotion of the family fun day event, scheduled for October 20<sup>th</sup> 2024, targeting families with children aged 6 to 12. Our goal is to attract 300 to 400 participants to attend. An effective marketing strategy should include a strong online presence and a catchy event name as part of the promotion.

The selected marketing/PR generalist will be responsible for the following tasks:

Creating media such as images and/or videos

Developing text and content

Managing and running advertisements

### **Budget**

The selected marketing/PR generalist will receive €3000 for the implementation of a successful promotional campaign.

### Conditions

The Malta Council for the Voluntary Sector reserves the right to reject any proposal or negotiate terms in reference to the expression of interest.

Until a contract is executed, bidders must keep proposal details and the selection process confidential.

The selected bidder must keep all information obtained during the assignment confidential, ensuring that their employees and any assistants do the same. This information must comply with the GDPR regulations and relevant financial regulations.

### Proposal

Bidders interested in this opportunity should submit a proposal outlining their marketing strategy. The proposal must clearly identify the types of content or materials to be used in the promotional campaign and specify the media channels proposed. Additionally, an estimate of the number of published items should be provided to facilitate comparison with other bids.

Bidders are encouraged to recommend the most effective strategy to ensure that the event attracts the targeted type and number of participants. Please also include details about any advertisements proposed, including the number of ads.

MCVS will select the proposal with the most effective marketing strategy that fits within our budget.

### Evaluation

MCVS will select the proposal by the bidder that demonstrates the best:

#### Relevant Experience and Expertise:

Demonstrates previous experience in marketing and PR, particularly related to promoting activities, family events and/or volunteer-driven initiatives.

#### Creative and Strategic Approach:

Outlines the best strategy for promoting the volunteering family event, including innovative and creative ideas to engage the target audience.

#### Understanding of Target Audience:

Shows knowledge of the target demographics for the event, including families, volunteers, and the local community, and explains the plan clearly to reach and resonate with these groups through the proposed promotional campaign.

#### Resource Management and Budgeting:

Provide an adequately detailed budget proposal, demonstrating how to maximize the allocated resources to achieve the best possible outcomes.

### Instructions

Interested parties are to submit their proposal together with this document on [volunteer@maltacvs.org](mailto:volunteer@maltacvs.org), clearly indicating in the subject of the email: EOI - for the provision of services of marketing / PR generalist in support of volunteering family event.

For more information, contact the MCVS office at [volunteer@maltacvs.org](mailto:volunteer@maltacvs.org) or call on +(356) 2248 1134/5.

Proposals must be submitted by **Friday 9<sup>th</sup> August at noon**.

Late submissions will not be considered.

*This expression of interest is subject to the Financial Administration and Audit Act and the Public Contracts Regulations 2005 of Malta. Disputes will be settled by the Malta Arbitration Centre.*

*Any objections must be made to the Malta Council for the Voluntary Sector before services begin.*

## APPENDIX I

## DETAILS OF BIDDER

<b>Name of Bidder</b>	
<b>Address</b>	
<b>E-mail Address</b>	
<b>Tel. Nos.</b>	
<b>Website</b>	
<b>Mobile Phone No.</b>	
<b>VAT Registration No.</b>	
<b>Signature</b>	<b>Date</b>
<b>ID. Card No.</b>	

## APPENDIX II

### GENERAL CONDITIONS OF CONTRACT

1. **Indemnity:** The contractor shall indemnify the Council against all patent rights or royalty claims. If claims arise, the contractor must handle the litigation or negotiations at their own expense.
2. **Approval:** Before starting work, the contractor must obtain approval from MCVS in order to determine a final proposal.
3. **Discrepancies:** The contractor must consult the Executive Secretary or Council for any discrepancies or omissions from the finalised proposal in comparison to implementation.
4. **Completion:** The contractor must deliver the work complete as per finalised proposal.
5. **Risk:** The contractor is responsible for any accidents or damage to the work and the sufficiency of all means used for contract fulfilment.
6. **Notice of Delay:** If a delay is anticipated, the contractor must notify the Council in writing, explaining the cause.
7. **Payment:** Payment will be made after satisfactory completion, subject to any deductions for liabilities under the contract.
8. **Contract Termination:** The Council can terminate the contract if the contractor fails to perform efficiently or follow directions. The contractor will be paid for completed work after deductions for any breaches.
9. **Penalty for Slow Progress:** The contractor must maintain satisfactory progress. Failing to meet monthly progress targets may incur penalties, though these may be refunded if the contract is completed on time.
10. **Rejection of Work:** The Council can reject work that does not meet required standards and procure replacements at the contractor's expense.
11. **Infringements:** Any infringement of contract conditions may result in a 5% deduction of the contract value, apart from any actual damages.