



## **REQUEST FOR PARTNERSHIP PROPOSALS**

### **FOR PROVISION OF NARROW CASTING SERVICES**

The Kenya Association of Music Producers (KAMP) is registered by the Kenya Copyright Board (KECOBO) as a Collective Management Organization (CMO) under Section 46(2) of the Copyright Act, 2001 to collect, administer and fairly distribute royalties on behalf of its members and affiliate rights holders being Producers of Sound Recordings.

KAMP seeks to engage partners (individuals and / or organizations/companies) that are able to offer narrow casting services in public service vehicles and other public places such as restaurants, halls, shopping malls, supermarkets, etc.

Narrow casting refers to the transmission of "audio and audio-visual content to a localized or specialist audience in public service vehicles, trains, aircrafts, pubs, etc.

#### **SCOPE**

The partnership will involve the following:

- Development of content that includes both audio and audio-visual advertisements and messages.
- Engagement of advertisers for revenue generation
- Engagement of advertising channels including public transport vehicles, pubs, shopping malls, supermarkets, etc.

#### **QUALIFICATION REQUIREMENTS**

- Prior experience in narrow casting services
- Sound financial base
- Valid business licenses and tax compliance certificates
- A good understanding of collective management is an added advantage

#### **Applications should include:**

1. Technical Proposal
2. Company profile including audited financials for the last three (3) years
3. Financial Proposal with a proposed cost structure for the provision of services

Applications should be sent to: [info@kamp.or.ke](mailto:info@kamp.or.ke)

**OR**

#### **The Tender Committee**

**P.O. Box 51149-00200, Nairobi**

Applications may also be dropped at:

**Jumuia Place 1, Second Floor, Lenana Road, Kilimani**

Applications should be received on or before **9<sup>th</sup> December 2022**