Request for proposals
Framework agreement with design partner

Deadline extended until 6 August 2021

1. About the International AIDS Society

IAS – the International AIDS Society – leads collective action on every front of the global HIV response through its membership base, scientific authority and convening power. Founded in 1988, the IAS is the world’s largest association of HIV professionals, with members in more than 170 countries. Working with its members, the IAS advocates and drives urgent action to reduce the impact of HIV. The IAS is also the steward of the world’s most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science, and the HIV Research for Prevention Conference.

The IAS promotes and invests in HIV advocacy and research on key issue areas through our strategic programmes, initiatives and campaigns that advocate for urgent action to reduce the global impact of HIV. Among these are: increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations vulnerable to HIV acquisition (such as men who have sex with men, people who inject drugs, sex workers and transgender people), including protecting their human rights by combatting punitive laws and discriminatory policies.

More information on the IAS can be found at www.iasociety.org.

2. About the IAS design requirements

The IAS runs several public-facing initiatives and programmes that require production of print, digital and audio-visual assets in line with its corporate identity (CI).

The IAS has recently developed a new and comprehensive CI. It is now looking for a partner who will produce assets for the various programmes, as required, while ensuring strict adherence of all products to the IAS CI.

3. Purpose

The IAS invites proposals from a multimedia design agency to enter into a framework agreement to produce IAS visual and audio-visual products, such as brochures, fact sheets, banners and short promotional clips.

The products will adhere to the IAS CI and the partner will act as a guardian of the IAS brand, ensuring consistency across all products.
4. Scope of the work and deliverables

In collaboration with the Communications department of the IAS, the chosen agency will perform the following tasks:

- Produce digital, audio-visual and print assets as requested:
  - Digital assets, such as simple WordPress sites, logo designs, setting up mailchimp (or similar) newsletters, website banners, and PowerPoint files. Find an example of a digital report here:
    - https://followthescience.iasociety.org/#top
  - Print products, such as brochures, reports, fact sheets, certificates. (The estimated but not guaranteed number of products per year is 12-20). Find an example of an IAS report here:
  - Short clips or edits of audio-visual clips. (The estimated but not guaranteed number of audio-visual tasks per year is 5-7). Find examples of clips here:
    - https://www.youtube.com/watch?v=Nalyjnk0oM
    - https://www.youtube.com/watch?v=wWS6cFbJN10

- Act as guardian of the brand and ensure strict enforcement of the IAS CI.

- Invoice each product separately to the IAS programme that makes the request.

5. Period

After a trial period of five months, the agreement will be automatically extended by 12 months.

6. Proposal requirements

The proposal should outline:

- A budget indicating the average cost for the creation of the various assets outlined
- The average time required for the production of an asset
- How project deliverables will be met
- Examples of successfully executed similar projects specifically by the team assigned to this project
- The team assigned to this project.

7. Submission details

Proposals should be sent via email to Tara Mansell (tara.mansell@iasociety.org) and Caroline Tinka (caroline.tinka@iasociety.org). The deadline for submission is 6 August 2021.