

### **Development of a creative concept for a fundraising and advocacy campaign**

Please, find below UNAIDS answer to the question raised about the Development of a creative concept for a fundraising and advocacy campaign (RFP-2011-23). The question and its answer is open to all bidders for transparency.

#### **REQUEST FOR PROPOSAL QUESTION**

Paragraph 1.3 – On page 5, UNAIDS, indicates that the campaign would start in June and would be approximately one year in duration. A potential key milestone is also referenced within the December 2011 timeframe (World Aids Day). Also on page 5, UNAIDS (under 1.3.2) indicates a reporting requirement/deliverable is a final report assessing the effectiveness of the campaign. Can UNAIDS provide offerors with a definitive period of performance for this engagement?

A: The timeframe envisaged for the contract is June to December, with possibility to consider extension after this phase.