

15 April 2011

SUBJECT: Request for Proposal

Bid Reference Number: RFP-2011-23

Bid Reference Title: Development of a creative concept for a fundraising and advocacy campaign.

Dear prospective bidder:

You are invited to submit a proposal for the above subject to the Joint United Nations Programme on HIV/AIDS, UNAIDS.

The details of our request are contained in the enclosed Request for Proposal, additional information and resources can be found on our website www.unaids.org in the Request for Proposal Section

For your convenience the main events in the timeline are detailed below:

1) **No later than 26-April-2011**, the bidder shall complete and return by email to UNAIDS the following:

- Enclosed RFP_AcknowledgementForm.doc form signed as confirmation of the bidder's intention to submit a *bona fide* proposal and designate its representative to whom communications may be directed, including any addenda; and
- Enclosed RFP_Confidentiality.doc form signed.

Email for submissions of acknowledgement: **Bids@unaids.org**
Email subject: RFP-2011-23 Intention to bid

2) A prospective bidder requiring any clarification on technical, contractual or commercial matters may notify UNAIDS via email at the following address **no later than 26-April-2011**.

Email for submissions of all queries: **Bids@unaids.org**
Email subject: RFP-2011-23 Intention to bid

UNAIDS will post all answers in the UNAIDS website and writing (via email only) to any request for clarification of the RFP that it receives prior to the deadline for queries as indicated above. A consolidated document of UNAIDS's response to all questions (including an explanation of the query but without identifying the source of enquiry) will be sent to all prospective bidders who have received the RFP. Questions are to be submitted in the format "Paragraph Number - Question." and it will also be posted in UNAIDS website along with the response. The answers will be posted one day after the date indicated above.

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1211 GENEVA 27
SWITZERLAND

Tel: +41 22 791 3666
Fax: +41 22 791 4187
www.unaids.org

3) **Proposals must be received at UNAIDS at the address specified in section 2.8 of the RFP-Format and Signing of proposals no later than 29-April-2011, 17:00 hours, Geneva Time.**

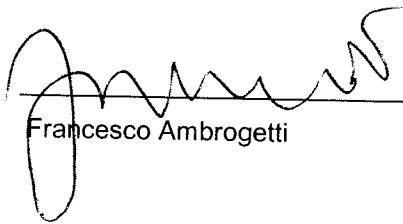
4) UNAIDS will open the proposals in the presence of a committee formed by UNAIDS at the Headquarters office in Geneva, Switzerland.

Each technical proposal will be opened during the session, and each bidder will be announced. There will be no public opening of bids.

5) At the discretion of UNAIDS, selected bidders may be invited to supply additional information on the contents of their proposal during the evaluation period. Such bidders could be asked to give a presentation of their proposal (possibly with an emphasis on a topic of UNAIDS's choice) followed by a question and answer session. The presentation will be held at UNAIDS **Headquarters in Geneva**, or by videoconference/Internet, Bidders will be given reasonable time to prepare for the presentation.

6) Evaluation of proposals and the selection of a vendor will be performed in accordance with the Request for Proposal (RFP).

Sincerely,



Francesco Ambrogetti