



## TERMS OF REFERENCE (ToR)

### **Event Set-Up, Décor and Event Management Services Launch of the Zanzibar Maisha Bora Foundation (ZMBF) Second Strategic Plan**

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**Project Title:** Event Set-Up, Décor and Event Management Services for the Launch of the ZMBF Second Strategic Plan

**Date of Issue:** 9<sup>th</sup> April 2026

**Deadline:** 21<sup>st</sup> April 2026

**Issued by:** Zanzibar Maisha Bora Foundation (ZMBF)

**Commissioned to**

#### **1. Background & Introduction**

The Zanzibar Maisha Bora Foundation (ZMBF), established in 2021 and registered under the Zanzibar Societies Act No. 6 of 1995, was founded by Her Excellency Madam Mariam H. Mwinyi, First Lady of Zanzibar. The Foundation is committed to improving the quality of life for Zanzibaris through initiatives in health, education, economic empowerment, and social wellbeing.

As part of its institutional growth and strategic direction, ZMBF is launching its **Second Strategic Plan**, which outlines the Foundation's priorities, vision, and programmatic focus for the coming 5 years.

The launch event will take place during the **third week of May** at Golden Tulip Zanzibar Airport Hotel and will convene high-level stakeholders, including government officials, development partners, private sector representatives, and invited guests.

ZMBF seeks to engage a qualified and experienced service provider to deliver event set-up, décor, and full event management services for this high-level launch.

## **2. Objective of the Assignment**

To design, coordinate, and deliver a high-quality, professional, and visually compelling launch event that reflects the strategic importance of the ZMBF Second Strategic Plan and ensures seamless execution.

## **3. Scope of Work**

### **3.1 Event Design & Concept Development**

- i. Develop a creative and elegant theme aligned with ZMBF's brand identity and strategic vision
- ii. Prepare and submit mood boards and design concepts for approval
- iii. Ensure consistent branding integration across all event spaces

### **3.2 Venue Set-Up & Décor**

#### **3.2.1 Main Conference / Launch Hall**

- i. Stage design and branded backdrop
- ii. Podium setup
- iii. VIP and guest seating arrangements
- iv. Lighting and ambiance design
- v. Coordination of audio-visual setup (screens, microphones, projection)

#### **3.2.2 Registration & Dining Area**

- i. Branded registration desk
- ii. Welcome signage and directional materials
- iii. Guest management flow setup

### **3.3 Branding & Visibility**

- i. Installation of all branded materials (banners, roll-ups, backdrops)
- ii. Wayfinding and directional signage
- iii. Integration of sponsor/partner branding (if applicable)

### **3.4 Event Management & Coordination**

- i. Overall coordination of event setup and execution
- ii. Development and management of the **event run-of-show/program flow**
- iii. On-site supervision and troubleshooting
- iv. Coordination with ZMBF team, hotel management, and other vendors

### **3.5 VIP & Protocol Setup**

- i. Arrangement of VIP seating and protocol considerations
- ii. Support for high-level guest management, including dignitary handling

- iii. Coordination of arrival, seating, and stage access

### **3.6 Technical Support (if applicable)**

- i. Coordination or provision of:
  - a) Audio-visual equipment
  - b) Sound systems
  - c) Screens and projectors
  - d) Lighting systems

## **4. Deliverables**

The selected vendor will be expected to deliver:

- i. Event concept, set-up and design proposals
- ii. Detailed **event layout plans**
- iii. Setup and dismantling schedule
- iv. Fully executed event setup as per approved designs
- v. On-site event management team
- vi. Post-event report (brief)

## **5. Timeline**

- i. **Pre-event planning:** Early May 2026
- ii. **Set-up:** One (1) day prior to the event
- iii. **Event date:** Third week of May 2026 (exact date to be confirmed)
- iv. **Dismantling:** Immediately after the event

## **6. Reporting & Coordination**

The vendor will report to the **ZMBF / Event Coordination Team**.  
All designs and concepts must receive prior approval from ZMBF before execution.

## **7. Budget & Payment Terms**

The vendor shall submit a detailed financial proposal (itemized budget).  
Payment terms will be agreed upon in the contract and linked to key deliverables.

## **8. Key Requirements**

The vendor must demonstrate:

- i. Proven experience in high-level corporate or development sector events
- ii. Strong creative design and décor capabilities
- iii. Experience managing VIP and protocol events
- iv. Adequate logistical capacity and skilled personnel

## **9. Evaluation Criteria**

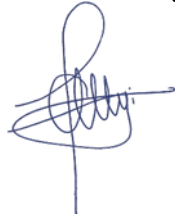
Proposals will be evaluated based on:

- i. Quality and creativity of design approach
- ii. Relevant experience and portfolio
- iii. Cost-effectiveness
- iv. Ability to meet timelines

## **10. Confidentiality**

All information related to ZMBF and this assignment shall be treated as confidential and shall not be disclosed without prior written consent.

**Released by**

A handwritten signature in blue ink, consisting of a large, stylized initial 'S' followed by several loops and a horizontal line extending to the right.

**The Chief Executive Officer**