



**Subject: Request for Quotation (RFQ) to design Prime Bank's Calendar for 2023**

Dear Sir/Madam,

Every year Prime Bank produces calendars for all of its stakeholders especially the employees. The calendar works as a souvenir of goodwill for the ones receiving them. In light of this scenario, we intend to produce both wall & desk calendars for 2023 with interesting visuals and copy systems.

Outline below is the synopsis of the RFQ:

- **Project Name:** Calendar 2023
- **Business Sector:** Financial Organization; Bank
- **Type of Contract:** Design for Print
- **Location:** <https://primebank.com.bd>
- **Issue Date:** 25 August 2022
- **Design Submission Date:** **September 11 (Sunday), 2022**

**SCOPE OF WORK**

We will show our management three themes for the calendar 2023 from which they will lock 1 concept. Hence, the calendar must have three interesting themes and visuals (real images or illustrations) to go along with it. We need an adaptation for desk calendars as well.

**THEME FOR CALENDAR 2023**

We need **3 themes**. One theme can be an extension of our last two annual reports (links given below). Use pictures and ideas from the reports to come up with a theme .

'Harnessing Potential' 2020 find the synopsis at:

[https://www.primebank.com.bd/financial\\_report/Annual\\_Report\\_2020.pdf](https://www.primebank.com.bd/financial_report/Annual_Report_2020.pdf)

'Unbounded Banking' 2021 find the synopsis at:

[https://www.primebank.com.bd/financial\\_report/PrimeBank\\_Annual\\_Report\\_2021.pdf](https://www.primebank.com.bd/financial_report/PrimeBank_Annual_Report_2021.pdf)

The **other two themes** to be suggested by the agency.

**DELIVERABLES (RESPONSE FORMAT)**

1. Two months in one page with a top page/cover page and a jacket for the calendar.
2. The top page must have a synopsis of the concept given.
3. Desk calendar adaptation.
4. Show us at least 2 pages for each concept.
5. Designs must be submitted online (via email).
6. Quotation.

The last day to submit the designs is Thursday, September 8, 2022. The agency with the most appropriate design and quotation will be considered as the final vendor for the calendar 2023 design.

Yours Sincerely,

**Salek Shahriyar**

SVP & Head of Brand & Communication