



# Inviting “Expression of Interest”

for Enlistment of Advertisement Agencies and Event Management Firms

Prime Bank Limited invites professional advertisement agencies and event management firms to submit application for enlistment for marketing & communication activities of the Bank for 3 (three) years from the date of enlistment:

## Scope of Work:

- A. Designing communication materials for the bank.
- B. Executing regular/annual and other events of the bank
- C. Providing Digital Marketing communication service to the bank.

## Eligibility of the bidders:

The interested bidders should fulfill the following requirements for participation in the enlistment process:

## Advertising Agency:

1. Should have proven track record on communications and at least 3 years' experience in the relevant field
2. A dedicated team consisting of strategy, copy writing, client service and creative designers have to be assigned for the bank.

## Event Management Firm:

1. Should have at least 3 years' experience in event management.
2. Must have event execution team.

## How to Submit Tender?

The schedule of tender will be available at the Marketing Division, Head Office (9<sup>th</sup> Floor), 119-120 Motijheel C/A, Dhaka-1000. Interested companies/firms need to collect the schedule with a Payment Order (non-refundable) of Tk. 500.00 (Taka Five Hundred only) favoring Prime Bank Limited on or before July 19, 2017.

Pre-bid meeting will be held on July 20, 2017 at 3:00pm. The tender must be submitted in a sealed envelope addressing the undersigned and dropped in the tender box to be kept at Head Office, Sarkar Mansion, 29 Rajuk Avenue (1<sup>st</sup> floor), Motijheel, Dhaka – 1000 on or before **July 27, 2017**.

Prime Bank Limited reserves the right to accept or reject any or all application(s) of enlistment with or without explaining any reason whatsoever.

**Senior Vice President**  
Facility Management Division