



# OFFICE OF THE PROCUREMENT DIRECTOR

FREEPORT OF MONROVIA  
BUSHROD ISLAND  
P.O. BOX 1849  
MONROVIA, LIBERIA



N A T I O N A L   P O R T   A U T H O R I T Y   O F   L I B E R I A

GATEWAY TO LIBERIA'S ECONOMY

## Request For Proposal (RFP) | May 28, 2025

**Title: Media and Publicity Services**

**RFP Number:** RFP NO. NPA/LCS/004/2025

**Issue Date:** May 28, 2025 | **Closing Date:** June 30, 2025

### BACKGROUND

The National Port Authority of Liberia is the principal gateway of Liberia and plays a crucial and strategic role in boosting the nation's economy and development. The NPA facilitates the country's international trade and drives its economic development. The National Port Authority, as the largest and most active port, serves as a vital hub for imports and exports, supporting key sectors such as agriculture, mining, and industry. Alongside Monrovia, are the Ports of Buchanan which contributes to regional connectivity and trade facilitation. Each port has its unique role in enhancing Liberia's competitiveness and linking it to global supply chains.

The National Port Authority is launching this RFP to solicit competitive proposal from an experienced Firm/Organization to develop and implement a comprehensive **Media & Publicity Service (s)** aimed at enhancing the Authority's brand visibility, stakeholder communication, crisis communication, media engagement, and public perception management

### *Purpose of this Request for Proposals (RFP)*

The National Port Authority is launching this RFP to solicit competitive proposals and select a firm/organization (hereto referred to as "Service Provider" or "Consultant") to enter into a contract. The selection process aims to ensure that the final selected Service Provider or Consultant is of the highest caliber professionally, technically and ethically to implement and execute the necessary service.

The National Port Authority now invites qualified individuals, or consortia to submit proposals for the implementation of a **Media and Publicity Service** for the National Port Authority.

The objective of the assignment is to engage a firm/organization to develop a comprehensive media /Public relations engagement, and an actionable proposal for a **Media and Publicity Service** that will enhance the Authority's brand visibility, stakeholder communication, crisis communication, improved media engagement, and public perception management. The proposal should identify strategic media directions and mechanisms to engage the public within Liberia and beyond.

All interested eligible individuals may obtain copy of the **Request for Proposal (RFP) Document** from the Procurement Department of the National Port Authority, beginning **May 28, 2025, Mondays through Fridays at 9:00 A.M to 5:00 P.M**, when a non-refundable fee of **USD 51.50** is paid to NPA's ECO Bank USD Account. The Account Title and Number are: **National Port Authority; 6100225392**.



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## Submission and Opening of Proposals

### Submission of the Proposal

All interested individuals participating in this Request for Proposal are requested to submit their proposals to the address mentioned below no later than **30 June 2025, 14:00:00 hours (2:00 p.m. o'clock)** hereinafter referred to as "the closing date and time").

**Proposals received after the closing date and time will be rejected.** All proposals and supporting documents must be submitted in a hard copy and also accompanied by a soft copy placed on a USB drive (ensure that the document placed on the USB is in PDF format) on or before the closing date and time stipulated below.

The Executive Director for Procurement

The Procurement Department

National Port Authority- Bushrod Island

Email: [info.procurement@npa.gov.lr](mailto:info.procurement@npa.gov.lr) : Contact Number:+231886501319/770777242

Please adhere to the following instructions, unless otherwise provided in the relevant Bid Documents. The Submission must be drafted in **English** and contain:

A **Technical Proposal** and supporting documentation, with clear and concise description of your proposed actions to execute the Scope of Work/Terms of Reference

and Deliverables. The Technical Proposal **should include all supporting documentation (CVs, company profile, references and legal business documents) for successful delivery.**

- A **Financial Proposal**
- **All the supporting documentation** in relation to the evaluation criteria.
- Proposals must be submitted in **two separate Envelopes**.
- The Technical Proposal must be named **RFP NO. NPA/LCS/004/2025 - TECHNICAL Proposal**.
- The Financial Proposal must be named **RFP NO. NPA/LCS/004/2025 - FINANCIAL Proposal**.
- All financial information must **ONLY** be included in the Financial Proposal. No Financial proposals, quotes or any other related financial information should appear in the Technical Proposal.
- Proposals which do not comply with these requirements, e.g. combining the financial and technical proposals in one submission or submitted in any way, other than outlined above, will be rejected.

**Late submissions shall be rejected. Non-compliance with the above requirements regarding the presentation of the RFP may lead to the exclusion from the RFP process for this contract.**

The proposal must be valid for the period of **120 days** from the deadline of proposals. The bidder shall provide a statement confirming the period of validity of its proposal when submitting the required documents for this RFP.

Signed: \_\_\_\_\_

MANAGEMENT