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Stima Plaza, Kolobot Road, Nairobi, Kenya

Our Ref: KP1/9A.2/OT/056/CE/24-25/JN/lt  
Your Ref:

Date: 10<sup>th</sup> June, 2025

TO:  
ALL PROSPECTIVE BIDDERS

Dear Sirs/ Madams

**RE: ADDENDUM NO.1 TO THE TENDER PROCUREMENT TO CONDUCT  
COUNTRYWIDE EXPERIENTIAL MARKETING ROADSHOWS TO DRIVE  
UPTAKE OF PRODUCTS AND KNOWLEDGE OF OUR SERVICES - TENDER NO.  
KP1/9A.2/OT/056/CE/24-25**

Please refer to the above Tender. The following clarifications and amendments are made to the Principal Tender Document (hereinafter abbreviated as the PTD) for Procurement to Conduct Countrywide Experiential Marketing Roadshows to Drive Uptake of Products and Knowledge of our Services.

**1. RELATIONSHIP WITH THE PRINCIPAL TENDER DOCUMENT**

Save where expressly amended by the terms of this Addendum, the PTD shall continue to be in full force and effect. The provisions of this Addendum shall be deemed to have been incorporated in and shall be read and construed as part of the PTD.

**2. SECTION III – PRELIMINARY & TECHNICAL EVALUATION UNDER  
PARAGRAPH 35 OF THE ITT,**

- a) 2.1 Part I Preliminary Evaluation has been amended to include the following clauses;
  - 2.1.14 Submission of a Degree/ Diploma in a Business related field, Social Sciences for Event Director / Manager.
  - 2.1.15 Submission of a Degree/ Diploma in a Business related field, Social Sciences for Media Liason Officer.
- b) 2.2 Part II Technical Evaluation criteria
  - 2.2.1.1 Tenderers shall be expected to indicate full compliance to Details of Service. Details of Service has been amended as shown in **(Appendix 1)**.
  - 2.2.1.5 Photos o proposed tracks to be deployed during the road show must be attached showing the number plate.  
KPLC will carry out diligence/ site visit to conform existence of the proposed truck before award of the tender.

2.2.1.6 The following Shall be checked for compliance during due diligence;

- i. Insurance Certificate
- ii. Annual Inspection Report
- iii. Speed Governor
- iv. Mechanical report/ engine status

### **3     SECTION VI – SCHEDULE OF REQUIREMENTS**

The list of regions and counties is attached as **(Appendix II)**.

### **2     TENDER CLOSING DATE**

The tender closing date has been extended from **12<sup>th</sup> June 2025 at 10.00 a.m** to **17<sup>th</sup> June 2025 at 10.00 a.m**. The procuring entity will open the bid online through our E-Procurement Web- Portal at 10.30 am on the closing day at Stima Plaza, 3<sup>rd</sup> floor, Supply Chain meeting room. The start date for bid security shall be 12<sup>th</sup> June 2025.



**HAROUN OTIENO**

**Ag. GENERAL MANAGER, SUPPLY CHAIN AND LOGISTIC**

## Appendix 1

### MANDATORY SPECIFIC DETAILS OF SERVICE

TENDER NO:KP1/9A.2/OT/056/CE/24-25

**TENDER NAME: PROCUREMENT TO CONDUCT COUNTRYWIDE EXPERIENTIAL MARKETING ROADSHOWS TO DRIVE UPTAKE OF PRODUCTS AND KNOWLEDGE OF OUR SERVICES**

NO	Details of Service – Road Shows	Bidder's Response
<b>A. Cost of Road Show Events</b>		
1.	Branded Persons: these are crew members on the road show. It includes; brand ambassadors, activation team, dancers, comic troupe, Emcees, Security, DJ, Supervisor, Manager	
2.	Brand Ambassadors: refers to push girls/boys- all kitted in branded attires	
3.	Branded Items/Attires: Shall be of various types to suit each daily event, region and cluster. Shall be procured by the tenderer and should be provided as a daily lot. Quantity and quality shall be discussed during formal pre-show preparatory engagements.	
4.	Pre-show formal meetings: Formal meetings with official minutes to be held a week before a series of daily events	
5.	Road Show Event: Indicates a whole day's road show event & respective radio activation activity as the predetermined route	
6.	A separate, detailed route map shall be provided within each cluster and shall have to be discussed, agreed upon and approved by Kenya Power a week prior to the event.	
7.	The target is to carry out a minimum of 25no road show events countrywide.	
8.	Road Show Event Shall Constitute the following events: i. Major stop overs – 30 to 45mins ii. Brief stop overs – 10 to 15mins iii. Drive throughs – slow drive-by without stopping	
9.	Cluster: A group of Kenya Power Regions grouped together. Each region constitutes a group of counties – refer appendix 1	
10.	For each <i>road show day</i> , we recommend the following estimated type and number of branded items/attires: i. T-Shirts round neck – 50no. ii. T-Shirts Polo – 30no. iii. Baseball Caps – 80no. iv. Umbrellas large – 10no. v. Hoodies – 5no. vi. Gift bags - 30no. vii. Lesos – 10no. viii. Kikoyis – 5no.	
<b>B. All Crews Sustenance – Costs per day</b>		

1.	Water, snacks, all meals	
2.	Logistics, accommodation	
3.	Management/Supervisory costs	
<b>C. Third Party Licenses/Permits Costs per day</b>		
1.	Roadshow licenses/permits	
2.	Branded Persons/Crew	
3.	NEMA license	
4.	Other branded displays	
<b>D. Media Arrangement Costs - Local Vernacular FM Stations – cost per day</b>		
The cost of FM stations appearances varies from region to region. The target is local vernacular stations with wide reach. Basis of choice shall be - <i>2024 Kenya Media Landscape Insights Report</i>		
1.	Pre-Road Show Mentions	
2.	Live talk shows (hypes)	
3.	Live Links - (Call-ins during road show event)	
<b>E. Mobile 40ft Roadshow Truck – Key features</b>		
	The track should have the following features <ul style="list-style-type: none"> <li>▪ Hydraulic/manual stage/platform deployment</li> <li>▪ High-resolution LED screens</li> <li>▪ Professional sound systems</li> <li>▪ Onboard generators – &gt;15Kw</li> <li>▪ DJ Deck &amp; Mixer</li> <li>▪ Sound &amp; lighting system</li> <li>▪ Safety decks &amp; railings</li> </ul>	
<b>F. Road Show Reports, Videos &amp; Still Photos</b>		
	<ul style="list-style-type: none"> <li>▪ Provide a brief daily summary report of show events</li> <li>▪ Select still photos</li> <li>▪ Select professionally done videos of key events</li> <li>▪ Provide a post- show overall report in PPT/PDF</li> </ul>	

### **CONTRACT PERIOD**

The Contract period is 1 (one) year

Name of Tenderer

\_\_\_\_\_

Name and Designation of authorized person signing the Tender

\_\_\_\_\_

Signature of authorized person signing the Tender

\_\_\_\_\_

Stamp of Tenderer and date \_\_\_\_\_

## Appendix II

### SCHEDULE OF REQUIREMENTS

Below is the list of Regions and Counties

	REGION	COUNTY
1	CENTRAL RIFT	Baringo
2		Bomet
3		Kericho
4		Nakuru
5		Narok
6		Nyandarua
7		Samburu
8	COAST	Mombasa
9		Kilifi
10		Kwale
11		Lamu
12		Taita Taveta
13		Tana River
14	MT KENYA	Muranga
15		Embu
16		Isiolo
17		Kirinyaga
18		Laikipia
19		Marsabit
20		Meru
21		Nyeri
22		Tharaka Nithi
23	NAIROBI	Nairobi North
24		Kajiado
25		Machakos
26		Makueni
27		Nairobi South
28		Nairobi West
29	NORTH EASTERN	Kiambu
30		Garissa
31		Kitui
32		Mandera
33		Wajir
34	NORTH RIFT	Uasin Gishu
35		Elgeyo Marakwet
36		Nandi
37		Trans Nzoia
38		Turkana
39		West Pokot
40	SOUTH NYANZA	Kisii

41		Homabay
42		Migori
43		Nyamira
44	WESTERN	Kisumu
45		Bungoma
46		Busia
47		Kakamega
48		Siaya
49		Vihiga