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# **Kenya Railway Golf Club**

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**REQUEST FOR QUOTATIONS**

**TERMS OF REFERENCE (TOR)**

**ADVERTISING SPACE – BILLBOARD FOR CLIENT RENTAL**

**KRGCRFQ/003/2025-2026**

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## 1. BACKGROUND

The Kenya Railway Golf Club (KRGC), herein under referred to as the 'Club', was established in the year 1921 under the society's rules, 1968 (Rule 4), and is strategically located in the Nairobi Central Business District...

## 2. OBJECTIVE

To outline the framework for renting out billboard advertising space to third-party clients...

## 3. SCOPE OF WORK

The selected service provider or client will:

- Lease designated billboard space(s) within KRGC premises.
- Design, produce, install, and maintain billboard advertisements.
- Ensure compliance with KRGC's content and design guidelines.
- Comply with safety, environmental, and regulatory standards.
- Ensure all content is appropriate and aligns with KRGC's image.
- Secure all relevant permits and approvals from Nairobi City County and other regulatory agencies.

## 4. BILLBOARD SPECIFICATIONS

Specification	Description
Location	[Specify exact location]
Size	e.g., 6m x 3m or as available
Type	Static / Flex Print / Backlit
Rental Duration	Minimum 12 months, renewable
Price	

N/B

Bidders to create additional tables for every bill board size/type

## 5. ELIGIBILITY CRITERIA FOR CLIENTS

Applicants must:

- Be a registered business entity or organization.
- Submit proposed advertisement content/design for KRGC approval.
- Comply with advertising laws and regulations (KENHA, NACADA, CAK).

## 6. COMPULSORY APPLICATION REQUIREMENTS

Applicants must submit:

- Company Profile
- Proposed billboard artwork or design concept
- Preferred location and duration of rental
- Contact details of authorized representative (with authorization letter)
- At least two advertising references
- Statement on safety and environmental compliance

Note:

Bidders are notified that a site visit is a mandatory requirement. This will assist potential bidders to know the areas where they can consider erecting the billboards, for example along the perimeter fence and strategic areas on the course and parking area.

Quotations will be made after the site visit and will be based on specifications in section four.

Bidders should make prior arrangements with the General Manager through the contacts given in section 13.

KRGC reserves the right to request additional documentation.

<b>DOCUMENTS TO BE ATTACHED</b>	<b>YES</b>	<b>NO</b>	
<b>COMPANY REGISTRATION (CERTIFIED COPIES)</b>			
<b>PROOF OF OWNERSHIP (CR12)</b>			
<b>VALID TAX COMPLIANCE CERTIFICATE</b>			
<b>PROOF OF REGISTRATION TO A PROFESSIONAL BODY REGULATING YOUR INDUSTRY</b>			
<b>CERTIFIED COPY OF I.D (SOLE PROPRIETORS)</b>			
<b>AUDITED FINANCIAL STATEMENT</b>			
<b>VALID BUSINESS TRADE LICENSE</b>			

## **7. SUBMISSION OF BIDS**

Submit one original and one (1) copy of the completed bid document to:

The General Manager  
Kenya Railway Golf Club  
P.O. Box 40476 - 00100, Nairobi, Kenya

## **8. EVALUATION AND APPROVAL**

Evaluation Criteria

<b>Criteria</b>	<b>Maximum Score</b>
Company Profile & Experience	20
Proposed Billboard Concept & Design	20
Compliance with Legal Requirements	20
References Provided	10
Safety & Environmental Considerations	10
Price Competitiveness	20
Total	100

- Applications will be reviewed by the KRG Board.
- KRG reserves the right to accept or reject any advertisement.
- Approval is subject to verification of compliance and standards.

## **9. SCHEDULE OF COMPLETION**

- All potential bidders to provide a detailed plan of works and their respective completion dates.

## **10. PRICING AND PAYMENT TERMS**

- Rates determined by location, size, duration, and content nature.
- Payments to be made annually or quarterly in advance.
- Additional fees may apply for lighting, power, or structural reinforcements.

## **11. MONITORING AND COMPLIANCE**

- KRGK will monitor billboard content and structural condition.
- Inappropriate content or non-compliance may result in removal at the client's cost.
- Clients must maintain billboards in a safe and presentable condition at all times.

## **12. AWARD**

- Termination with 90 days' written notice by either party.
- Immediate termination for violation of safety or content rules.

## **13. CONTACT INFORMATION**

For inquiries and clarifications, please contact:

General Manager

Kenya Railway Golf Club

Phone: 0776-162-044

Email: [manager@krgc.co.ke](mailto:manager@krgc.co.ke)