



Kenya Railway Golf Club

Tender No. KRGC/RFP/004/2025-2026

**TENDER FOR RENTING OUTDOOR
ADVERTISING SPACE (BILLBOARD FOR CLIENT
RENTAL)**

REQUEST FOR PROPOSAL

CLOSING DATE: 9th September 2025

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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. The Club consists of a cosmopolitan, corporate and entrepreneurial membership covering various government and private sector decision-makers. Being the only 9- hole par 72 course with an active Railway line passing through the course, the club attracts over 2000 local and international golfers and guests throughout the year.

KRGC invites applications from interested advertising agencies to hire space to elect billboards and other related adverting materials along its perimeter fence and also in designated areas inside its compound

2. OBJECTIVE OF THE TOR

The objective of this TOR is to outline the framework for renting out billboard advertising space to third-party clients, ensuring alignment with KRGC's brand values, regulatory standards, and revenue objectives.

3. SCOPE OF WORK

Potential bidder will be expected to:

- a) Lease designated billboard space(s) within KRGC premises.
- b) Design, produce, install, and maintain billboard advertisements.
- c) Ensure compliance with KRGC's content and design guidelines.
- d) Comply with safety, environmental, and regulatory standards.
- e) Ensure all content is appropriate and aligns with KRGC's image
- f) Maintenance and safety requirements. this includes ensuring cleanliness
- g) Obtain all relevant permits and approvals from Nairobi City County Government (NCCG) and other regulatory agencies.

4. BILLBOARD SPECIFICATIONS

For each site identified, bidders are required to complete the following information;

Description on the Bill Board	Detailed description e.g. digital, static, laminated etc
Location	[Specify exact location]

Size	e.g., 6m x 3m
Type	Static / Flex Print / Backlit
Rental Duration	Minimum 12 months, renewable
Price per site inclusive of Taxes (KES)	Amount quoted and payable p.a.
Other details, (please specify)	

N/B

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

5. ELIGIBILITY CRITERIA FOR BIDDERS

Applicants must:

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

6. COMPULSORY APPLICATION REQUIREMENTS

Applicants must submit:

- a) Company Profile
- b) Proposed billboard artwork or design concept
- c) Preferred location and duration of rental
- d) Contact details of authorized representative (with authorization letter)
- e) At least two advertising references
- f) Statement on safety and environmental compliance including anti-vandalism measures, routine inspection and ensuring proper drainage system to avoid water damage

Note:

Bidders are notified that a site visit(s) is/are a mandatory requirement. The site visit will assist potential bidders to know the areas most appropriate to consider erecting the billboards/adverts

7. GUIDELINES ON POTENTIAL AREAS TO ELECT BILLBOARDS

The Club has a four sided perimeter wall along busy roads leading to the Nairobi Central Business District. Also, the Club has space strategic areas on the Golf Course and parking areas. Bidders are requested to submit their proposals based on specifications contained in ‘Section 4: BILLBOARD SPECIFICATIONS’.

KRGC reserves the right to request additional documentation.

8. SITE VISITS

Bidders are notified that a site visit is a mandatory requirement. The site visit will assist potential bidders to know the areas where they can consider erecting the billboards. Bidders are requested to make arrangements for site visits through the General Manager, KRGC during working hours;

Monday-Friday between 08:30am to 1.00 p.m. and 2.00 p.m. to 5.00 p.m. from 26th of August to 5th September 2025.

NB: Requests for site visits beyond 5th September 2025 may not be permitted unless specifically authorised.

9. MANDATORY DOCUMENTS REQUIRED

S/N	DOCUMENTS TO BE ATTACHED	YES
1.	Company registration (certified copies)	
2.	Proof of ownership (cr12)	
3.	Valid tax compliance certificate (TCC)	
4.	Proof of registration to a professional body regulating your industry	
5.	Certified copy of National Identification Details (ID) (sole proprietors)	
6.	Audited financial statement or certified bank statement	
7.	Valid business trade license	

10. DATE AND TIME FOR SUBMISSION OF BIDS

Bidders are requested to submit one original and one (1) copy of the completed bid document in the Tender Box, placed at the Club Reception area and address to;

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

Deadline for submission of bids: 9th September, 2025 at 11a.m, Nairobi Time.

The bids will be opened thereafter in the presence of the bidders or their representatives.

11. SCHEDULE OF COMPLETION

All potential bidders to provide a detailed plan of works and their respective completion dates for installation of bill board for each site. KRGC will entitled to negotiate and agree with the bidder on early completion dates.

12. EVALUATION CRITERIA

Criteria	Maximum Score
Company Profile & Experience	15
Proposed Billboard Concept & Design	15
Compliance with Legal Requirements	10
References Provided	10
Safety & Environmental Considerations	10
Price Quoted (Competitiveness)	30
Submission of Schedule of Completion	10
Total	100

- KRGC reserves the right to accept or reject any advertisement. Approval is subject to verification of compliance and standards.

13. PRICING AND PAYMENT TERMS

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

14. PRICE SCHEDULE

- Bidders are required to complete the table below and clearly indicate the site and the amount payable to KRGC annually in Kenya Shillings (KES) inclusive of taxes.

	Site Description	Amount Payable Annually Inclusive of Taxes (KES)	Remarks
1.	Site 1		
2.	Site 2		
3.		

15. MONITORING AND COMPLIANCE

KRGC will monitor billboard content and structural condition. Inappropriate content or non-compliance may result in cancellation of the agreement and/or removal of the billboard at the bidder's cost. Contracted bidder(s) must maintain billboards in a safe and presentable condition at all times.

16. AWARD

KRGC will award the tender to the best evaluated bid(s) offering the most competitive price. Bidders will be notified on the outcome of the tender within thirty (30days) from the date of tender closing.

17. CONTACT INFORMATION

For inquiries and clarifications, please contact:

The General Manager
Kenya Railway Golf Club
Phone: 0776-162-044

Email: manager@krgc.co.ke