



**NMB BANK PLC  
("NMB")**

**REQUEST FOR APPLICATION**

**"PREQUALIFICATION OF VENDORS FOR MARKETING & COMMUNICATION SERVICE FOR THE YEAR  
2026"**

The content of this document is strictly for the purpose of this pre-qualification of vendors. You are authorized to use this document only in preparing a response to this NMB Request ONLY".

It is forbidden to replicate this document without the express written permission of the REQUESTOR. The content remains the property of NMB BANK PLC. This document, together with all such appendices, should be returned to NMB BANK PLC together with your application.

The address of the Requestor is:

**SECRETARY  
NMB MANAGEMENT TENDER COMMITTEE,  
NMB HEAD OFFICE,  
Ohio Street/Ali Hassan Mwinyi Road, P O Box 9213,  
Dar es Salaam, Tanzania.**

**Telephone: 0222322370, EXT: 2370, Telefax: +255 22 2321361**

**Email: [procurement@nmbbank.co.tz](mailto:procurement@nmbbank.co.tz)**

*Please escalate your concerns confidentially about any unacceptable practices by any Bank staff involved in this tender process through the following channels:*

*NMB's Postal Address: Attn. to CEO [envelope marked "strictly private and confidential"] Toll Free Phone Numbers: 0658 / 0779 / 0685 / 0800 751 000 Email Address: [whistleblowing@nmbbank.co.tz](mailto:whistleblowing@nmbbank.co.tz) NMB Website: [www.nmbbank.co.tz](http://www.nmbbank.co.tz) [then select the Whistle Blowing Section.*



**Summary of details for this request for application: -**

<i>Title of this Request for Application</i>	Prequalification of Vendors for Marketing & Communication services for the year 2026
<i>Issue Date</i>	17 <sup>th</sup> February 2026
<i>Deadline for receiving Questions/clarifications</i>	27 <sup>th</sup> February 2026
<i>Address for requesting clarifications</i>	<a href="mailto:procurement@nmbbank.co.tz">procurement@nmbbank.co.tz</a>
<i>Applications Closing Time &amp; Date</i>	<b>6<sup>th</sup> March 2026</b>
<i>Delivery Address (Email Submission)</i>	<b>tendersubmission@nmbbank.co.tz</b>
<i>Invitees</i>	All eligible bidders according to the requirements of this document



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**PART 1: GENERAL INSTRUCTION TO VENDORS**

**1.1 Invitation**

Your company is hereby invited to apply for “Prequalification of Vendors for Marketing & Communication services for the Year 2026”. NMB Bank Plc. will use this application as a basis for a decision to shortlist the service providers to form a database of vendors for easing engagement whenever there is a requirement by the Bank.

Accepted	Not Accepted

**1.2 Schedule for Submission of Application**

The closing/opening time and date for written Applications is at **1500 hours**, by that time your application must read on the email subject field: **“Prequalification of Vendors for Marketing & Communication services for the Year 2026” (Please state the specific category of service you are applying for)** delivered to the Bank through: -

Email delivery to [tendersubmission@nmbbank.co.tz](mailto:tendersubmission@nmbbank.co.tz) (maximum 25MB) not later than **1500 HRS of 06<sup>th</sup> March 2026**.

The Bank shall be entitled to reject any Application received after the due date and time.

Accepted	Not Accepted

**1.3 Disclosure of reasons**

NMB Bank Plc. reserves the right not to disclose any of its reasons for the taking of decisions resulting from Prequalification of Vendors for Marketing & Communication Services for the year 2026

Accepted	Not Accepted

**1.4 Completeness of Application**

You are specifically required, in your application, to respond in writing to each of the points of Section 1 of this document, in this sequence and with retention of this numbering system. Your responses could consist of "Noted", "Accepted" or "Not Accepted", together with an associated or supporting statement where appropriate.

Accepted	Not Accepted



**1.5 Language**

You are requested to submit your Application in English language.

Accepted	Not Accepted

**1.6 Format of Application**

The application should provide information not limited to the following:

Full details of information/requirements articulated in Section 2 of this document.

Accepted	Not Accepted

**1.7 Misrepresentation**

NMB Bank Plc., decision-making process, will be primarily reliant upon the information supplied by your entity. Should it be found that aspects of such information are incomplete, untrue or misleading, NMB Bank Plc. reserves the right to terminate any further process with your entity.

Accepted	Not Accepted

**1.8 Access to NMB PLC**

You may require further clarification and information for the preparation of your response to this Request for Application. You are requested to request such clarifications through Procurement office via email [procurement@nmbbank.co.tz](mailto:procurement@nmbbank.co.tz) not later than 27<sup>th</sup> February, 2026.

Accepted	Not Accepted

**1.9 Completeness of Application**

You are expected to provide to NMB BANK PLC. an accurate and complete Application as requested in more detail hereunder. Should you find the said requests incomplete or ambiguous, and then the onus rests upon you to obtain clarification from the Requestor.

Accepted	Not Accepted



**1.10 Prequalification Official Contact**

Upon release of this application document, all supplier communications concerning this Application request should be directed to the Requestor. Unauthorized contact regarding this application document with other NMB Bank Plc. employees may result in disqualification. Any oral communications will be considered unofficial and non-binding to NMB Bank Plc. You are to rely only on written statements issued by the Requestor (Office of the Secretary, Management Tender Committee).

Accepted	Not Accepted

**1.11 Influencing**

It is specifically brought to your attention that any attempts at influencing NMB BANK PLC. decision-making process outside of the Tender Committee responsible may lead to disqualification.

Accepted	Not Accepted

**1.12 Costs and Selection**

All costs incurred by you in preparing the Application and providing any additional information shall be borne by you. The issuance of this application does not oblige NMB Bank Plc. to accept any of the resulting applications. NMB Bank Plc. makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more of the suppliers.

Accepted	Not Accepted

**1.13 Attachments**

Please attach to the end of your application a copy of your **relevant documents** for provision of selected services for NMB Bank Plc.'s review.

Accepted	Not Accepted

**1.14 Applications Responses**

NMB BANK PLC. is not under any obligation to search for clarification through additional or unformatted information submitted as a supplement to the formatted response. Where application contains conflicting information, NMB BANK PLC. at its option may either request clarification or may consider the information unresponsive.



Accepted	Not Accepted

**1.15 Contract Award**

NMB Bank Plc. reserves the right to issue RFP/RFQ/RFX and subsequently contract with the selected vendor/s based on the nature of service applied for and after being prequalified. This means this Prequalification intends to form a database of vendors for easing engagement whenever there is a requirement.

Accepted	Not Accepted

**1.16 Social Sustainability, Environmental Sustainability and Business Ethics and Compliance**

You are required to respond to the following questions Sustainability: -

**1.16.1** Does your company have a formally adopted policy (or policies) covering Social Sustainability, Environmental Sustainability, and Business Ethics and Compliance? (Yes/No) (Attachment: Provide copies or links to the relevant policy document(s).)

Yes	No

**1.16.2** Is your company certified under recognized international or national social and/or environmental sustainability standards (e.g., ISO 14001, OHSAS 18001/ISO 45001, SA8000, Fair Trade, specific sector certifications)? (Yes/No) (Attachment: Provide copies of the relevant certification certificates and their validity dates.)

Yes	No

**1.16.3** Does your company publicly disclose its performance on key social and environmental sustainability indicators (e.g., in an Annual Report, Sustainability Report, or on its website)? (Yes/No) (Attachment: Provide a link to the most recent public report or disclosure.)

Yes	No

**1.16.4** Does your company operate a formal, accessible, and confidential grievance mechanism for workers, suppliers, local communities, and other external stakeholders regarding social and environmental



issues? (Yes/No) (Attachment: Describe the mechanism's process, accessibility, and confidentiality measures in a maximum of 200 words.)

Yes	No

**1.16.5** Describe your company's formal process for proactive engagement and communication with key stakeholders (local community, employees, suppliers, industry associations, etc.) on potential social and environmental impacts and mitigation measures. (Open Text: Max 300 words)

Yes	No

**1.16.6** Does your company provide mandatory, documented training for all relevant staff (including temporary workers) on social and environmental policies, emergency procedures, and ethics/compliance? (Yes/No) (Attachment: Provide one example of a recent training agenda/module and list the % of permanent staff trained in the last 12 months.)

Yes	No

**1.16.7** Are there documented internal controls, ethics, and compliance procedures, and a robust system of financial and accounting procedures in place, including an anti-corruption/anti-bribery policy? (Yes/No) (Attachment: List three key internal controls and confirm the name and title of the executive responsible for overseeing ethics and compliance.)

Yes	No

**1.16.8** Does your company have a policy or code of conduct that specifically extends social, environmental, and ethical requirements to its major suppliers and sub-contractors? (Yes/No) (Attachment: Provide one example of a key performance indicator (KPI) used to monitor supplier compliance with these requirements.)

Yes	No



## **2.0 STATEMENT OF REQUIREMENTS:**

NMB Bank Plc. (the “NMB Bank”), is a fully fledged commercial bank listed on the Dar es Salaam Stock Exchange (DSE) in Tanzania. Consistently acknowledged as the leading bank in the country, NMB Bank provides services to individuals, small and medium-sized enterprises, large corporate clients, and government entities. The bank maintains a comprehensive network of physical branches and digital platforms, giving clients diverse options for accessing banking services.

The NMB Bank Plc. Management Tender Committee invites all eligible, qualified and competent vendors to submit their applications for Prequalification of Vendors for Marketing & Communication Services for the Bank as detailed in the below categories.

### **CATEGORIES REQUIRED**

**Please note that there are seven (7) categories stipulated below, and each category has various sub-categories in bullets, where applicants may select any or all items in the subcategory as part of their application.**

#### **1. Creative, Advertising and Brand Development**

- Brand strategy and creative concept development
- Advertising services (outdoor, digital, radio & TV)
- Translation services – oral, written, and sign language
- Graphic design and corporate collateral development

#### **2. Digital Marketing and Content Production**

- Social media management and digital content creation
- Digital media buying services (Facebook, Instagram, Google Ads, Eskimi etc.)
- Influencer engagement and partnerships
- Live streaming and digital broadcast services

#### **3. Events, Activations and Experiential Marketing**

- Events management and coordination
- Experiential marketing and on-ground activations
- Campaign production logistics (local, regional, national)

#### **4. Production Services**

- Audio, video, and photography production
- TV and radio commercial production
- Documentary and corporate video production
- Motion Graphics production



## 5. Print, Fabrication and Signage

- Printing services (corporate materials, marketing collateral)
- Promotional materials supply (merchandise, giveaways, uniforms, etc.)
- Fabrication of signage, branding items & installations

## 6. Research, Insights and Communications

- Market research and customer insights
- Public relations and corporate communication services

## 7. Trade Marketing

- In-store branding and retail marketing support
- Merchant points branding

Below are the mandatory requirements that will form part of evaluation to obtain eligible vendors: -

### Legal Registration/General Requirements

Requirement	Description / Detail
1. Business Registration	Certificate of Incorporation.
2. Business Licensing	A valid Business License for the current year, confirming the scope of services.
3. Tax Compliance	Valid Tax Identification Number (TIN) registration certificate and a valid Tax Clearance Certificate for the current financial year.
4. VAT Registration	VAT Registration Certificate (if applicable).
5. Physical Address	Proof of physical address, such as a valid Right of Occupancy, Title Deed, or a current (unexpired) Lease/Tenancy Agreement.
6. Financial Capability	For registered companies, Audited Financial Statements for the past three (3) consecutive years (e.g., 2022, 2023, and 2024, complete with independent Auditor's Report. For sole proprietors, Tax Clearance certificate for the past three years (2022, 2023, and 2024).
7. Relevant Experience	Minimum four (4) years' experience carrying out relevant works
8. Reference letters	Provide at least three (3) recommendation letters from your current or previous reputable clients/firms with work of similar nature in line with your application category for the last 3years. The letter should be on headed paper with detailed addresses from the client you have worked with and signed by authorized representative of the organization. Sharing evidence of PO/Contract of the provided service will be added advantage.

### General Instructions

- All documents must be clear, eligible, and readable.
- All copies of certificates and licenses must be certified by a Commissioner for Oaths or other legally authorized personnel.
- The pre-qualification selection criteria shall involve only Legal & General Requirements above. Failure to meet any mandatory requirement will lead to disqualification.

### 3.SUPPLIER SPECIFIC INFORMATION

#### 3.1 Vendor Background

Unless instructed otherwise, when answering questions in this Section, please give details which specifically relate to your Company and not to the whole of the group if your Company forms part of that group. And in case of Joint Venture or partnership, you are required to provide details of all partners as stated below: -

##### 3.1.1 Please describe the vendor's background, including how long it has been in business.

Date of Incorporation:	
Country of Registration:	
Registration Number:	
TAX Registration Number:	
Primary Contact Person (Name, Title, Email, Phone)	

##### 3.1.2 Shareholders / Director's information

Mandatory Requirements: a) Document Submission: Submit scanned, certified true copies of the Memorandum and Articles of Association (MEMARTS). b) Table Scope: The table must include all Directors and all Shareholders owning 5% or more of the company's shares. c) Required ID: Submit scanned, legible copies of valid government-issued photo identity documents (National ID, Passport, Driver's License) for all listed Directors and major Shareholders (5% or more).

Full Name	Number of Shares or % shareholding	Nationality	Identity Number (Passport)/ NIDA ID No.

Required Confirmation: Confirm that no Director has a conflict of interest with the Bank or is engaged in any activity that could compromise the services provided to the Bank.

Names of Directors	Name of organization
1.	
2.	
3.	
4.	



I, the undersigned, certify that the information furnished in this Prequalification document is correct.

Company's Name -----

Name of Authorized Officer -----

Signature of Authorized officer -----

Title of Authorized Officer -----

Official Company Phone Number -----

Official Company Email Address-----

Company Stamp -----

Date-----

