

## REQUEST FOR PROPOSAL (RFP) – PUBLISHER FOR THE TONY ELUMELU FOUNDATION 15-YEAR COFFEE TABLE BOOK

### Briefing Form

---

**Project Name:** TEF 15-Year Coffee Table Book

**Project Coordinator:** Moyo Awotile – Head, Marketing & Corporate Communications

**Contact Email Address:** moyo.awotile@tonyelumelufoundation.org

**Proposal Submission Deadline:** April 25, 2025

**Organisation:** The Tony Elumelu Foundation

**Expected Completion Date:** 12 weeks from commencement date

### Summary

---

The Tony Elumelu Foundation (TEF) has been at the forefront of empowering African entrepreneurs since its inception in 2010. In commemoration of its 15th anniversary, TEF seeks to produce a high-quality coffee table book that showcases its milestones, impact, and transformative stories over the years.

This book will highlight our Founder, Tony O. Elumelu's philosophy of Africapitalism, our Programmes/ initiatives, and the entrepreneurs who have benefitted from said initiatives. It will serve as a premium resource for stakeholders, potential partners, and the global audience, celebrating TEF's journey and catalysing further engagement.

### Objectives of this Project

---

The coffee table book should:

1. **Celebrate TEF's Milestones:** Highlight 15 years of impactful programmes, partnerships, and achievements.
2. **Showcase Success Stories:** Feature compelling stories of TEF alumni, partners, and relevant stakeholders.
3. **Promote Africapitalism:** Reinforce TEF's economic philosophy and its role in Africa's development.

4. **Enhance Brand Affinity:** Strengthen relationships with current and prospective partners, funders, and supporters.
5. **Provide Visual Appeal:** Create a visually engaging and aesthetically pleasing book that serves as both a resource and a collector's item.
6. **Foster Accessibility:** Deliver both physical and digital formats to maximise reach.

## Scope of Work

---

The selected vendor will be responsible for:

### Research and Content Development

- Review TEF's archives, reports, and materials to curate impactful content.

### Design and Layout

- Develop creative concepts for the coffee table book, ensuring alignment with TEF's brand identity.
- Incorporate engaging visuals, high-resolution images, infographics, and thematic layouts.

### Production

- Produce a coffee table book with premium-quality materials, with shorter/ pull-out versions that highlight our impact on women entrepreneurs, persons with disabilities, and key sectors (green, agri, tech, creative industry, and so on).
- Ensure consistency in design across all formats.

### Post-Production

- Deliver the book in physical and digital formats optimised for both print and online dissemination.

## Deliverables

---

### 1. Pre-production

- Submission of a detailed production roadmap and timeline.
- Presentation of initial concepts and sample designs for approval.

## 2. Production

- Creation of a draft version for review and feedback.
- Integration of feedback into the final production.

## 3. Post-production

- Submission of final versions in both physical and digital formats.
- Delivery of all design assets, including editable files.

## Timeframe

---

The project is expected to run for 12 weeks, with milestones as follows:

- **Concept Finalisation:** May 1, 2025
- **Draft Submission:** June 25, 2025
- **Final Delivery:** July 15, 2025

## Proposal Evaluation Criteria

---

### Technical Proposal Evaluation (Summary)

- Production company expertise (30%)
- Proposed project execution plan (40%)
- Team structure and key technical personnel (30%)

### Score Breakdown

#### 1. Production Company Expertise (30 points)

- Credibility and track record: 10 points
- Relevant past projects: 10 points
- Client recommendations: 10 points

#### 2. Execution Plan (40 points)

- Creative concept and strategy: 15 points
- Realism and feasibility of plan: 15 points
- Presentation and innovation: 10 points

#### 3. Team Structure (30 points)

- Experience of lead personnel: 10 points
- Supporting team qualifications: 10 points
- Innovative use of design tools: 10 points

## Intellectual Property

---

All materials, content, and designs created for this project shall remain the property of the Tony Elumelu Foundation. Use of these materials for other purposes is prohibited without prior written approval.

## Submission Requirements

---

Interested vendors should submit their proposals by **April 25, 2025**, including:

- A detailed project execution plan
- Samples of previous work
- Profiles of the proposed creative team
- A breakdown of costs

## Payment Terms

---

**1st Instalment:** 40% upon finalisation of concept and timeline.

**2nd Instalment:** 60% upon submission of the final product.