

Standard Invitation to Bidders/Consultants

BID NOTICE UNDER OPEN BIDDING

3rd September 2026

HIRE OF SPORTS AND ENTERTAINMENT AGENCY TO DEVELOP AND IMPLEMENT UGANDA'S GLOBAL COUNTRY BRAND, TOURISM MARKETING AND DESTINATION REPOSITIONING CAMPAIGN LEVERAGING AFCON 2027.

Procurement Reference Number: UTB/CONS/ 2026-2027/00189.

1. Uganda Tourism Board has allocated to be used for hire of a Sports and Entertainment Agency to develop and implement Uganda's Global Country Brand, Tourism Marketing and Destination Repositioning Campaign leveraging AFCON 2027.
2. The Entity invites sealed proposals from eligible bidders/consultants for the provision of the above services.
3. Bidding shall be conducted in accordance with the procedures contained in the Public Procurement and Disposal of Public Assets Act, Cap 205 and the Regulations made under the Act and is open to all bidders/consultants.
4. Interested eligible bidders/consultants may obtain further information and inspect the proposal documents at the address given below at 8 (a) from **8:00am – 5:00pm (local time)**.
5. The bidding document may be purchased by interested bidders/consultants from the address at 8 (b) and upon payment of a non-refundable fee of *[insert amount in local currency]*. The method of payment will be *[insert method of payment]*. **Not Applicable.**
6. Proposals must be delivered to the address below at 8 (c) at or before **10:30am (local time) on 24th September 2026**. A Proposal Securing Declaration shall be valid until 30th June 2027. Electronic Bidding **will not** be permitted. Late proposals shall be rejected. Proposals will be opened in the presence of the consultants' representatives who choose to attend at the address below at 8 (d) at **11:00am (local time) on 24th September 2026**.
7. There **shall** be a pre – proposal meeting at Uganda Tourism Board office, 6th Floor, Lugogo House on **7th September 2026**.
8. Bidders/consultants should note the following
 - a. Documents may be inspected at:
**Procurement & Disposal Unit
Uganda Tourism Board (UTB)
6th Floor, Block C, Lugogo House
Plot 42, Lugogo Bypass**

P.O Box 7211, Kampala - Uganda

- b. Documents will be issued from: **same address above**
- c. Proposals must be delivered to: **same address above**
- d. Address of proposal opening: **same address above**

9. The planned procurement schedule (subject to changes) is as follows:

Activity	Date
a. Publish bid/proposal notice	3 rd September 2026
b. Pre-proposal meeting/Site visit	7 th September 2026
c. Proposal closing date	24 th September 2026
d. Evaluation of technical proposals	Within 20 working days from the date of the opening of the technical proposals for technical evaluation.
e. Proposal opening date for the financial proposal	9 th October 2026
f. Evaluation of financial proposals	Within 3 days from opening of financial proposals
g. Display and communication of best evaluated bidder/consultant notice	Within 5 working days from Contracts Committee approval of evaluation report.
h. Contract Signature	After expiry of at least 10 working days from display of the best evaluated bidder/consultant notice and Attorney General's approval.

CHIEF EXECUTIVE OFFICER