

Appendix A – Budget template

Deliverable/ Item	Description	Technical Specs Required by the contracting Authority	Technical Specs approved by the offeror or Equivalent	Proposed budget per deliverable/ Item including all expenses (expert fees, logistics and backstopping)
Inception report	A brief report of maximum 3 pages after the contract signature including a detailed action plan	N/A		
Preliminary design of portfolio and documentary	After a debriefing session (inception meeting) with CCIAT and care international's concerned staff, the consultant is asked to submit a guiding document that includes general orientations upgrading the CCIAT marketing strategy, a preliminary design and the ideation process for both the institutional portfolio and the 5mins documentary.	Illustrator or similar graphic software		
Final design of the institutional portfolio and the complementary informative leaflet	<p>The consultant should present a final design to the CCIAT Director and to the marketing advisor for design approval and confirmation and should abide by any recommendations.</p> <p>The required format is a marketing portfolio with a solid 4 colors cover (31.5 *23 cm) hosting seven 4 colors A4 leaflet reflecting each a specific topic:</p> <p>(President allocution, mission vision and objectives, structure, service, projects, programs, beneficiaries, affiliated entities, beneficiaries and future perspectives)</p> <p>The content will be drafted by the CCIAT staff and edited and proof read by the service provider</p>	<p>Illustrator or similar graphic software.</p> <p>A printed sample (hard copy) and a printable version (soft copy).</p> <p>Size: Cover 31.5* 23 Cm A4 leaflet 29.7*21 Cm</p> <p>Paper: Cover 110 gsm improved news print semi-glossy A4 leaflet 55 gsm improved news print Semi-glossy</p> <p>Resolution: Minimum 300dpi (450dpi best)</p> <p>File Format: High resolution PDF (CMYK)</p> <p>Text Format: Outlined vectors for upscaling</p>		

		NB: the quality and grammage of the printed version should be approved by CCIAT general director before printing		
Submission of a set of 500 copy of the institutional portfolio and additional 1000 informative leaflet (which is the 7 th sheet of the portfolio)	The consultant should deliver the printings to the Chamber according to the pre-defined specs .	<p>Size: Cover 31.5* 23 Cm A4 leaflet 29.7*21 Cm</p> <p>Paper: Cover 110 gsm improved news print semi-glossy A4 leaflet 55 gsm improved news print Semi-glossy</p> <p>Resolution: Minimum 300dpi (450dpi best)</p> <p>File Format: High resolution PDF (CMYK)</p> <p>Text Format: Outlined vectors for upscaling</p>		
Submission of a documentary video concept	After an ideation process resulting from a debriefing session with both CCIAT and Care international respective teams the consultant is required to submit a concept and a storyboard for the 5 mins documentary showing the philosophy of the project. The documentary should be designed in a way to be presented in full version of 5min and divided in five 1min segments each as infographic	The way the consultant finds appropriate (animated sketch, drawing, PPP etc.)		
Submission of the final version of the documentary video	After the approval of CCIAT director and the endorsement of Care international concerned staff, the consultant should submit a readable version of the documentary and the 5 segments in 3 copies	<p>Length: 5 minutes</p> <p>Language: Arabic (subtitled)</p> <p>Resolution : 4 K 1080</p>		
Total Budget				