

**ADDENDUM SET 1**
**04<sup>th</sup> March 2026**
**To all Prospective Bidders**


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**REF NO. KRA/HQS/RFP-042/2025-2026: PROVISION OF  
INTERGRATED MARKETING COMMUNICATION AND PUBLIC  
RELATIONS SERVICES FOR A PERIOD OF TWO (2) YEARS**

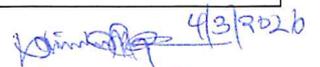

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Kenya Revenue Authority wishes to inform prospective bidders of the following amendments/clarifications:

NO.	Tender requirement	ACTIVITY/QUERY	KRA RESPONSE
1.	Bidder eligibility	We are reviewing RFP KRA/HQS/RFP-042/2025-2026 and would like to clarify one point regarding eligibility. Our company is registered in France and regularly provides services in Kenya. However, we do not have a locally incorporated subsidiary. Could you please confirm whether a company registered outside Kenya is eligible to submit a proposal under this RFP. Specifically, does the requirement for a valid Tax Compliance Certificate apply only to Kenyan-registered firms, or would a foreign-registered firm without local incorporation be eligible to participate?	KRA wishes to clarify that the Request for Proposal is open to any vendor, local or foreign, that meets the evaluation criteria.  Foreign firms interested in bidding for this tender are required to submit Proof of Tax Compliance in their country of registration in the form of a valid Tax Compliance Certificate or equivalent.
2.	Terms of Reference for 3 <sup>rd</sup> Party Services under LOT II: Public Relations and Public Affairs Agency Services	-	Bidders are notified of the Terms of Reference for 3 <sup>rd</sup> Party Services under Lot II: Public Relations and Public Affairs Agency Services are herein attached and marked as <b><u>Annex II- TORs for Public Relations and Public Affairs Agency Services.</u></b>


***Tulipe Ushuru, Tujitegeme!***

The Addendum form part of the bidding document and is binding to all bidders. All other terms and conditions of the tender remain the same. You are therefore required to immediately acknowledge the receipt of this addendum.

Regards,



Dominic Oporo, HSC.

**For: Deputy Commissioner – Supply Chain Management**

**ANNEX II**
**Proposed Products and Services to be Procured through 3<sup>rd</sup> Party Services for Lot II - Public Relations and Public Affairs Agency Services.**

S/N	DESCRIPTION OF SERVICE
1	Media buying for ATL including but not limited to radio, TV, Out of Home (OOH), print, digital etc.
2	Below the line (BTL) activities- roadshows, on ground activations, round about activations, mall activations etc.
3	Branded Collateral- including but not limited to; Supply and Delivery of various banners, t-shirts, caps, mugs, water bottles, lapel pins, pens, blankets, outer wear etc.
4	Influencer Management
5	Audio-visual production
6	Marketing Collateral –including but not limited to; provision of brochures, posters, fliers
7	Office Branding- including but not limited to; wall branding, interior signage, exterior signage etc.
8	Event Management Services- including but not limited to; event set up, event coordination etc.
9	Media Facilitation costs
10	Media engagement programs, familiarization tours and sensitizations
11	Collaboration with trusted voices in the media including but not limited to third party writers, influencers, opinion leaders, etc
12	Non-agenda engagements with the media
13	Crisis specific media support
14	Digital media amplification
15	Media training support including but not limited to venue, planning and logistics
16	Press conference execution including but not limited to venue hires, audio-visual equipment, livestreaming services etc
17	Media engagements with Niche / Non-ATL Media but not limited to vernacular media, religious media, content facilitation, translation etc
18	Media partnerships with local and international media associations and professional bodies including but not limited to joint forums, knowledge-driven initiatives etc.
19	Media engagements with international media including but not limited to features, familiarization tours etc

*Karim* 4/3/2026

