



PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD

**EXPRESSION OF INTEREST
APPOINTMENT OF ADVERTISING AGENCY
FOR THE PERIOD FROM JULY, 2026 TO JUNE, 2028**

PHASE-I PRE-QUALIFICATION

1. Pakistan Air Force invites bids for pre-qualification of Advertising Agency. The selected agency / agencies will be responsible for advertisement of PAF for the period of 02 years. All interested agencies enlisted at PID may submit technical proposal for pre-qualification.

Scope of Services

2. To design & issue / publish PAF advertisements in Print, Electronic, Outdoor & Digital Media as and when required for following: -

- (a) Induction campaign for PAF Officers
- (b) Induction campaign for PAF Airmen
- (c) Induction campaign for PAF Civilians
- (d) Induction campaign for PAF Public School
- (e) Safety Awareness Campaign
- (f) CAS message on Pakistan Day
- (g) CAS message on Independence Day
- (h) CAS message on Defence Day
- (j) Weekly Combined Tender
- (k) Any other PAF assignments related to advertisements and public relations

Proposal Language

3. Proposal will be submitted in English.

Period of Engagement

4. The advertising agency / agencies will be hired / appointed for the period of 2 years by PID. During contract period agency / agencies will work with PAF as per rules / policies formulated by Press Information Department.

Requirement of Application

5. Requirement of application is as follows:-

- (a) A registered agency with PID and FBR.
- (b) The agency must have NTN and registered with Income Tax - department as well as must be an active tax payer list on FBR portal.
- (c) The agency must not be suspended by PID. Agency must submit an affidavit on stamp paper indicating that it has not been black listed by any Ministry/Division/Govt Department.
- (d) Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- (e) Balance sheets and duly audited accounts by authorized and certified accountant for past three years.
- (f) Agencies with incomplete documents shall not be considered for further processing.

Preparation of Proposal

6. Following are to be submitted along with proposals:-

- (a) The proposal submitted shall comprise of a single envelope.
- (b) Selection / Appointment of advertising agencies will be made in accordance with guidelines and procedures of Advertisement Policy 2021; as amended in 2022. (Available on PID official website www.pid.gov.pk)
- (c) The Expression of Interest document can be downloaded free of cost from www.ppra.org.pk and www.paf.gov.pk.

Selection Procedure

7. Selection will be carried out in two phases:-

(a) Phase-I: Pre-Qualification

- (i) Application submission with all necessary documents (as mentioned above).
- (ii) Maximum 50 marks will be allowed on the basis of submitted documents.
- (iii) Visit / Meeting with agency.
- (iv) Grading of marks while examining the submitted documents.

(b) Phase-II: Presentation

- (i) Capability presentation delivery for orientation appointed panel.
- (ii) Technical evaluation as per the evaluation criteria for 120 marks.
- (iii) Combined technical evaluation of Phase-I & Phase-II.
- (iv) Agencies securing highest marks in aggregate (Phase-I & Phase-II) would be selected by the Panel.
- (v) Signing of MoU and submission of performance guarantee (PPRA Rule 39).
- (vi) Appointment letter / award of contract.

Submission Deadline

8. The proposal submitted in a sealed envelope duly marked as "Pre-Qualification of Advertising Agency" to Director Public Relations, Directorate General Public Relations (Air Force), Sector E-9 Air Headquarters Islamabad Tel Ext 051-9507767.

Date: 05th May, 2026 | Time: 1100 hours

9. Proposal will be opened at 1130 hours on the same day in the presence of authorized bidders' representatives.

10. Proposal received after stipulated date and time shall not be considered. PAF will not be responsible for postal delay.

Rights Reserved

11. Rights Reserved as follows: -

- (a) PAF reserves the right to reject any or all proposals as per Rule 33 of the PPRA Rules, 2004.
- (b) No explanation shall be required for rejection of bids.
- (c) Late bids will be returned unopened, in accordance with Rule 28 of PPRA Rules.
- (d) Queries must be in writing to maintain transparency and audit trail.

Note: - Only the short listed agencies would be called for comprehensive presentation duly selected by the competent authority / committee would subsequently be intimated through advertisement in newspaper. For any information, applicant may contact on given numbers. WO i/c Publicity Section Cell No: - 0333-7554500 / 0326-8160780, email: oroomdma@gmail.com

**Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters E-9, Islamabad, Tel: 051-9507767**



PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD

**EXPRESSION OF INTEREST
APPOINTMENT OF PRINTING / PRODUCTION AGENCY:
FY 2026-27**

STAGE-I: PRE-QUALIFICATION

- Pakistan Air Force invites expression of interest for selection of printing/production agency/agencies. The selected agency / agencies will be responsible for printing / production for PAF during Financial Year 2026-27. All interested firms / printers should submit the following:-
 - Owners / Partners name, address, Tel, Mob No., Fax No., Attested copy of CNIC and company profile whether proprietorship / partnership / public or private limited company.
 - GST/Income Tax Registration Certificate.
 - Financial Status / name of bankers and certificate of financial stability by the respective bank and details of last 12 months Income Tax Returns and copy of assessment / payment of Income Tax.
 - Details of registration with major organizations along with details of agreements / contracts.
 - Details of relevant experience and past performance of last three years.
 - Capabilities with respect to personnel, equipment and plant.
 - Appropriate managerial capability in the relevant field.
 - Any additional information related to the subject. Litigation details, if any and affidavit regarding correctness of documents and information therein.
 - Para (a) to (h) may be considered as eligibility criteria. Firms failing to fulfil above criteria may not be considered for short listing.
- Interested firms / printers may submit their required documents along with profile by post addressed to the undersigned latest by date mentioned in the advertisement. Only shortlisted firms / printers will be invited for submission of quotations for printing / production of the following PAF Publicity items:-

S.No	Description	Qty	Specification
(a)	PAF Posters (15 Types)	75,000 to 100,000 Each	To be printed on 150 Grams Art Paper in 04 Colours (Size 17"x23")
(b)	Classical Posters (15 Types)	75,000 to 100,000 Each	
(c)	Public Awareness Posters (15 Types)	75,000 to 100,000 Each	
(d)	PAF Stickers (Inside) (15 Types)	75,000 to 100,000 Each	To be printed in 04 colours
(e)	PAF Stickers (Outside) (15 Types)	75,000 to 100,000 Each	Transparent (Size 9"x6")
(f)	PAF Cap	75,000 to 100,000 Each	Pattern approved by Air Staff
(g)	PAF Key Chain	75,000 to 100,000 Each	Pattern approved by Air Staff
(h)	PAF Diary	75,000 to 100,000 Each	Pattern approved by Air Staff
(i)	PAF Mug	75,000 to 100,000 Each	Pattern approved by Air Staff
(j)	PAF Shirts	75,000 to 100,000 Each	Pattern approved by Air Staff
(k)	Leaflets (GD (P) / CAE)	75,000 to 100,000 Each	To be printed on 150 Grams Art Paper in 04 colours (Size 9"x12")
(l)	Leaflets (Airmen)	75,000 to 100,000 Each	
(m)	Training Leaflets (15 Types)	80,000 to 90,000 Each	To be printed on 150 Grams Art Paper in 04 colours (Size 12"x16")
(n)	Brochures (Officers) GD (P)	80,000 to 90,000 Each	To be printed on 90 Grams Art Paper in 04 colours 32 pages (16 leaves) with title cover on 135 grams Art Paper (Size 7.25"x9.25")
(o)	Brochures (Officers) Non GD	80,000 to 90,000 Each	
(p)	Brochures (Airmen)	80,000 to 90,000 Each	
(q)	Brochures (Civilians)	75,000 to 80,000	
(r)	Printing of PAF Wall Calendar (Normal, VIP)	75,000 to 80,000	PAF Wall Calendar (VIP) To be printed on 250 GSM 7 sheets (size 17x22 inches), Top spiral + Title Page 300 GSM + Jacket Size 17.25 x 22.25 inches, 250 GSM PAF Wall Calendar (Normal) To be printed on 200 GSM 7 sheets (size 17x22 inches), Top spiral + Title Page 250 GSM Envelope 17.25 x 22.25 inches, 100 GSM
(s)	Printing of PAF Table Calendar (Normal, VIP)	75,000 to 80,000	PAF Table Calendar (VIP) To be printed on 300 GSM art card, Size 9.25"x7.25", 13 pages, four colours both side printing with imported ink, Box with four colour printing on 250 GSM, Double spiral loop binding with square holes PAF Table Calendar (Normal) To be printed on 250 GSM art card, Size 9.25"x7.25", 13 pages, four colours both side printing with imported ink, Envelope with single colour on 100 GSM, Double spiral loop binding with square holes
(t)	Production of TV Drama / Documentaries	50 Minute Duration or as required Drama / 10 Minute or as required documentaries (Rate should be quoted per minute)	Pre-production – Script writing Production : Instrument & equipment, recording equipment, cameras, music making, audio editing & mixing programme, monitors and headphones. Post-Production : Editing, Graphics & Composing
(u)	Production of PAF Songs (Audio/Video)	3-5 Minute Duration or as required (Rate should be quoted per minute)	Pre-production – Song writing Production : Musical instrument & equipment, recording equipment, music making programme, audio editing & mixing program, speakers, headphones, visualization & direction. Post-Production : Editing, Graphics & Composing

Proposal Language

3. Proposal will be submitted in English

Procedure of Bidding

4. Tender (Two Stage Bidding Procedure)

Period of Engagement

5. Agency will be selected for FY 2026-27.

Requirement of application

6. Requirement of application is as follows:-

- A registered agency with FBR.
- The agency must have NTN and registered with Income Tax Department as well as must be an active tax payer list on FBR portal.
- Agency must submit an affidavit on stamp paper indicating that it has not been black listed by any Ministry / Division / Govt Department.
- Balance sheets and duly audited accounts by authorized certified accountant for past three years.
- Agencies with incomplete documents shall not be considered for further processing.

Preparation of Proposal

7. Following are to be submitted along with proposals:-

- Bid security in the amount of PKR. 10000/- in the shape of Pay order / Bank Draft / CDR in favour of PAF Publicity Fund shall be attached with the technical documents.(Original be provided at the time of Bid opening). (PPRA Rule-25).
- Bid security of unsuccessful applicants will be returned upon completion of prequalification process where bid security of selected agencies will be converted into performance security and retained till completion of contract period for successful performance of the contract.
- The Expression of Interest document can be downloaded free of cost from www.ppra.org.pk and www.paf.gov.pk.

Selection Procedure

8. Selection will be carried out in two phases:-

- Stage-I: Pre-Qualification**
 - Application submission with all necessary documents. (as mentioned above).
 - Technical evaluation as per the evaluation criteria.
 - Grading of Marks while examining the submitted documents.
 - Further coordination with agency (if required).
- Stage-II: Financial Evaluation**
 - Combined technical evaluation of Stage-I & Stage-II.
 - Financial bids opening.
 - Agencies securing highest marks in aggregate (Stage-I & Stage-II) / low financial bids will be selected by the panel.

Submission Deadline

9. The proposal submitted in a sealed envelope duly marked as "Pre-Qualification of Printing and Production Agency" to Director Public Relations, Directorate General Public Relations (Air Force), Sector E-9 Air Headquarters Islamabad Tel Ext 051-9507767.

Date: 06th May, 2026 | Time: 11:00 hours

10. Technical bids will be opened at 11:30 hours on the same day in the presence of authorized bidders' representatives.

11. Proposal received after stipulated date and time shall not be considered PAF will not be responsible for postal delay.

Rights Reserved

- PAF reserves the right to reject any or all proposals as per Rule 33 of the PPRA Rules, 2004.
- No explanation shall be required for rejection of bids.
- Late bids will be returned unopened, in accordance with Rule 28 of PPRA Rules.
- Queries must be in writing to maintain transparency and audit trail.

Note: - Only the short listed agencies will be called for comprehensive presentation duly selected by the competent Authority/Committee would subsequently be intimated through advertisement in Newspaper. For any information applicant may contact on given numbers. WC i/c Publicity Section Cell: - 0333-7554500/0326-8160780 email: rooomdma@gmail.com

**Director Public Relations
Directorate General Public Relations (Air Force)
Air Headquarters E-9, Islamabad, Tel: 051-9507767**



PAKISTAN AIR FORCE AIR HEADQUARTERS, ISLAMABAD
TENDER FOR PROVISION OF EVENT MANAGEMENT
SERVICES (FY 2026-27)

INVITATION FOR BIDS (IFB)

1. Sealed proposals are invited under the **Request for Proposal (RFP)** method from **eligible, registered, and experienced Event Management Firms** for the provision of **creative, production, and digital outreach services** for selected official events of the Pakistan Air Force for the financial year 2026-27.

Scope of Services

2. The successful bidder(s) will be responsible for **end-to-end conceptualization, production, and execution** of the following key initiatives:

- (a) **Defence Day Show:** "Mujahideen-e-Aflak Ko Salam" performance (As required)
- (b) **PAF Publicity Campaign on Social Media:** Creative development, distribution, and performance analytics
- (c) **Arrangements of Stall/IDEAS 2026-27/ Display of Aircraft:** Fabrication, branding, staffing, and logistics for PAF exhibition booth, Planning and coordination for showcasing PAF assets
- (d) **Social Media Content (Promos/Videos):** Video production, motion graphics, short reels, animation.
- (e) **Media Coverage of Squash, Winter Sports & Marathon Events:** On-site videography, live coverage, post-event wrap-up content
- (f) Any Other PAF assignment related to Event Management approved by CFA.

3. All services must be delivered in accordance with PAF's standards of security, branding, confidentiality and protocol.

General Instructions

4. The bidding process shall be conducted using the **Request for Proposal (RFP)** method in accordance with **Rule 36(d)** of the **Public Procurement Rules, 2004**, issued by the **Public Procurement Regulatory Authority (PPRA), Government of Pakistan**.

5. The Procuring Agency is the **Directorate General Public Relations (Air Force), Air Headquarters, Islamabad**.

6. The procurement is for **event management services** for national-level initiatives of the Pakistan Air Force, including creative conceptualization, digital production, logistics, on-ground management, and media outreach.

Eligibility Criteria

7. Following criteria must be followed:-

- (a) Must be a **registered legal entity** in Pakistan.
- (b) Must possess **valid NTN and GST registration** and be active on the FBR ATL.
- (c) Minimum **5 years of proven experience** in handling major event productions and digital media campaigns for public sector clients.
- (d) Experience in managing **national events** will be a strong advantage.
- (e) Must provide evidence of **in-house capabilities** (creative, production, digital, and logistics) or formal JV arrangements.
- (f) Must be able to **obtain security clearance** for event team/staff involved.

Eligible Bidders

8. Bidders must meet the following criteria:

- (a) Registered as a **legal entity** (Proprietorship/Partnership/Pvt Ltd/LLC etc.) in Pakistan.
 - (b) Possess **NTN and GST registration**, and be **active on ATL** of FBR.
 - (c) At least **five (5) years** of verifiable experience in **event management, media production, and/or social media campaigning**.
 - (d) Demonstrated capacity in managing events for **public, defence, or semi-government organizations**.
 - (e) Capability to ensure **security clearance** of staff working in sensitive locations.
 - (f) No conflict of interest or blacklisting by any public sector organization.
9. Joint Ventures (JVs) and consortiums are allowed. A Lead Member must be designated who will represent the group for all communications.

Method of Procurement

10. Request for Proposal (**RFP**) in accordance with **Rule 36(d)** of the Public Procurement Rules, 2004.

Selection Procedure

11. Tender (Two Stage - Two Envelope bidding procedure)

Evaluation Method

12. Most Advantageous Bid and Quality and Cost Based Selection

Collection of RFP Documents

13. RFP documents, including detailed Terms of Reference (ToRs), evaluation criteria, and submission forms, may be obtained from the following:

Director Public Relations

Directorate General Public Relations (Air Force)

Air Headquarters E-9, Islamabad, Tel: 051-9507767

14. Alternatively, the RFP documents may be downloaded free of cost from www.ppra.org.pk & www.paf.gov.pk.

Clarification of Bidding Documents

15. Bidders may request clarification in writing (email/post) from the Procuring Agency not later than **seven (7) calendar days** before the deadline for submission.

16. Any response to clarifications, including amendments, shall be circulated to all interested bidders (if applicable) without disclosing the identity of the inquirer.

Preparation of Bids

17. The proposal must be prepared in **English** and submitted in two parts:

- (a) **Technical Proposal** (in a sealed envelope marked "Technical Proposal")
- (b) **Financial Proposal** (in a separate sealed envelope marked "Financial Proposal")

18. The Technical Proposal must not contain any price or cost information. Inclusion of such information will lead to disqualification.

19. All documents must be signed and stamped by an authorized representative of the bidding entity.

20. The proposal shall remain valid for a period of **365 days** from the date of submission.

Bid Security

21. A bid security equivalent to 2% of the total financial bid must be submitted in the form of Pay Order / Demand Draft / CDR in favor of Director Public Relations (Air Force).

22. Bids without valid Bid Security will be rejected.

Submission Deadline

23. The proposals must be submitted in two separate sealed envelopes (Technical & Financial) no later than:

Date: 06th May, 2026 | Time: 1100 hours

24. Technical bids will be opened at **1130 hours** on the same day in the presence of authorized bidders' representatives.

25. The deadline for submission shall be as specified in the Invitation for Bids. Late proposals will not be considered.

Confidentiality & Right to Reject

26. PAF reserves the right to:

- (a) Reject any or all proposals as per Rule 33 of PPRA Rules, 2004 (Revised 28th June, 2021).
- (b) No explanation shall be required for rejection of bids.
- (c) Keep all submissions confidential.
- (d) Disqualify any bidder found to have misrepresented or provided false information.

Note: - For any information, applicant may contact on given numbers. WO i/c Publicity Section
Cell No: - 0333-7554500 / 0326-8160780 email: orooldma@gmail.com

Director Public Relations

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