



Entertainment = Education

Nailab, Kidato Campus - Kabarsiran,
Musa Gitau Rd, Nairobi, Kenya, Africa.
PO BOX 193-00208, Ngong Hills, Kenya
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OPPORTUNITIES @ IMARA TV

REQUEST FOR QUOTES FOR PREMIERE, SCREENING & OFFLINE FILM DISSEMINATION SERVICES

Version 1.0

Date 24th August 2026

Due 31st August 2026



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INTRODUCTION

We, Imara Tv, in partnership with UNESCO and Reach A Hand Uganda are proud to announce the offline premier of "Desperate Soul" as a 3 Part Series during the 16 Days of Activism Against Gender Based Violence from 25th November to 10 December 2026.

THREE EPISODES. REAL STORIES. ONE GENERATION CHOOSING HOPE.

SEXUAL & REPRODUCTIVE HEALTH | HIV PREVENTION | GENDER-BASED VIOLENCE
HEALTHY RELATIONSHIPS | EARLY UNINTENDED PREGNANCY | YOUTH RESILIENCE

IMARA.TV PRESENTS
DESPERATE SOUL
A 3-PART FILM SERIES
INSPIRED BY REAL LIVES. MADE FOR REAL CHANGE.

With MC & Actor
Maas Comedian

MAJOR VENUE SCREENING
ONE POWERFUL EXPERIENCE.
LET'S WATCH. LET'S TALK. LET'S CHANGE LIVES.

NOVEMBER 25, 2026
TIME: TBC
OPEN TO ALL!

ACROSS VIDEO DENS IN KENYA
BRINGING THE SERIES CLOSER TO YOU.

URBAN CENTRES
Reaching youth in cities and high density communities.

SEMI-URBAN CENTRES
Reaching youth in growing towns and peri-urban areas.

RURAL CENTRES
Reaching youth in villages and rural communities.

FIND A VIDEO DEN NEAR YOU AND BE PART OF THE CONVERSATION!

16 DAYS OF ACTIVISM AGAINST GBV
NOVEMBER 25 - DECEMBER 10, 2026
STAND AGAINST GBV.
SPEAK UP. SUPPORT. TAKE ACTION.

WATCH Engaging Stories
TALK Open Dialogue
SUPPORT Each Other
TAKE ACTION Create Change

Your Voice. Your Future. Your Choice.

Follow the conversation
#DesperateSoul #16Days #EndGBV

Logos: UNESCO, Reach A Hand Uganda, Imara TV

Imara Digital Media Foundation (Imara.TV), under the Desperate Soul Youth Engagement and Series Dissemination Programme supported by UNESCO's Our Rights, Our Lives, Our Future (O3) Programme, invites quotations from experienced individuals born on or after 1st August 1985, qualified and duly registered service providers, cinema film broadcasting venue operators, video-den owners/operators, cyber cafes, technical production companies and other suitable service providers for the upcoming dissemination of the three-part Desperate Soul film series in Kenya.

Desperate Soul is a three-episode entertainment-education drama based on a true story addressing issues affecting adolescents and young people, including Sexual and Reproductive Health and Rights (SRHR), HIV prevention, Gender-Based Violence, early unintended pregnancy, healthy relationships and youth resilience.

The dissemination will combine an indoor public screening/premiere with an offline video-den distribution model designed to reach young people who may have limited access to online streaming.

The project will prioritize safe, accessible and publicly reachable venues. The main public screening must therefore be conducted indoors in a community hall, cinema or comparable publicly accessible venue and not in an outdoor/open-air location.



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SERVICES REQUIRED

For individual professional services like MC, moderation and judging, they are exclusively reserved for Kenyans born on or after 1st August 1985 for a reason we shall explain one day. To submit applications, one must be registered as a LUCA Youth in one of the 47 LUCAs on niko.imara.tv

For venues, equipment and other tangible goods and intangible professional services, Interested providers may submit quotations plus supporting documentation where applicable for one or more of the following service categories.

Providers do not need to quote for all categories. Quotations may be submitted for individual items where the provider has the relevant capacity.

1. INDOOR PUBLIC SCREENING / PREMIERE VENUE

We are seeking an indoor venue suitable for screening the complete three-episode Desperate Soul series to a youth and stakeholder audience.

The venue should:

- ★ Be within Nairobi or Nairobi metropolitan of Ngong, Rongai, Kitengela, Machakos, Kiambu.
- ★ Be an enclosed indoor facility.
- ★ Have adequate seating capacity for 500+ people in cushioned chairs with arm rest.
- ★ Have suitable projection/screening facilities or allow installation of projection equipment.
- ★ Have reliable electricity with a backup generator.
- ★ Have adequate ventilation.
- ★ Have accessible washroom facilities.
- ★ Provide a safe environment for young people with uniformed security.
- ★ Permit event branding and registration.
- ★ Allow a moderated post-screening discussion.
- ★ Ideally have suitable parking and accessibility provisions.
- ★ Production crew access required from 10PM on the eve of the event to 10PM on the event day.

Maximum Budget Ceiling KES 100,000

Providers should quote:

Venue hire for one indoor screening event, including duration, seating capacity, available equipment and all applicable charges.



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2. FILM PROJECTION & SCREENING EQUIPMENT

Quotation required for professional equipment to screen the three episodes at the public screening where equipment is not included in the venue package.

Required equipment may include:

- ★ High-resolution digital projector
- ★ Projection screen
- ★ HDMI/media playback equipment
- ★ Laptop/media server
- ★ Appropriate cabling
- ★ Technical operator
- ★ Backup playback arrangement
- ★ Setup and tear down between 10pm on the eve and 10pm on DDay.

Maximum Budget Ceiling KES 20,000

Providers should clearly indicate whether the quotation includes transportation , Setup , Dismantling, Technical operator , Testing , Dismantling

3. SOUND SYSTEM & AUDIO EQUIPMENT

Quotation for sound reinforcement for the screening and post-screening dialogue.

Required equipment may include:

- ★ PA system
- ★ Speakers
- ★ Mixer
- ★ Wireless microphones
- ★ Wired microphones
- ★ Microphone stands
- ★ Audio technician
- ★ Cabling

Maximum Budget Ceiling KES 30,000 for the whole day event



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4. VIDEO-DEN ONBOARDING AND SCREENING PACKAGE

Video dens are a mainstay of every peri-urban and rural center in Kenya. They serve offline communities with live football matches from western media e.g. Europa Football Cup and bootlegged films from asian media e.g. Jackie Chan Enter The Dragon

The project will onboard pre-existing video dens in urban, semi-urban and rural centres to extend access to the Desperate Soul series among offline audiences.

The video-den model is intended to provide an affordable and accessible viewing channel for young people who may not regularly access online streaming. The approved proposal specifically identifies video dens as part of the community dissemination approach.

We invite quotations from established video-den operators who can provide suitable premises and screening arrangements.

A suitable video den should have:

- ★ A functioning indoor viewing space with seating capacity of 20+.
- ★ Television/projector and appropriate screen.
- ★ Adequate seating.
- ★ Reliable electricity.
- ★ Suitable sound system.
- ★ Safe and accessible premises.
- ★ Regular youth/community clientele.
- ★ Ability to screen the 2.5 hours three-part series as scheduled.
- ★ Willingness to display approved campaign materials.
- ★ Ability to provide basic attendance/viewership information.

Maximum Budget Ceiling KES 5,000 per video den for the complete screening package

The quotation should clearly state:

- ★ Location with Urban/semi-urban/rural classification
- ★ Seating capacity and Equipment available
- ★ Duration of access and Whether technical support is included
- ★ Whether electricity is included and any other associated charges



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5. PRINTING & INFORMATION, EDUCATION AND COMMUNICATION MATERIALS

Quotation for printing of approved campaign and audience materials.

Potential materials include:

- ★ 5 A5 Posters
- ★ 100 Programme sheets
- ★ 20 Discussion guides
- ★ 50 Audience feedback forms
- ★ 4 Registration booklets materials
- ★ 500 Name tags
- ★ Other approved IEC materials

Maximum Budget Ceiling KES 25,000

6. ACCOMMODATION

Where accommodation is required for approved project personnel/service providers travelling for implementation, quotations may be submitted for suitable accommodation.

Maximum Budget Ceiling KES 15,000 all inclusive package per pax per day

Providers should quote:

- ★ Hotel/property name
- ★ Location
- ★ Room type
- ★ Bed and breakfast rate
- ★ Number of persons accommodated
- ★ Number of rooms
- ★ Number of nights
- ★ Applicable taxes



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The following opportunities are exclusively for LUCA Youth registered on niko.imara.tv

7. MONITORING, EVALUATION & DATA COLLECTION, REPORTING & DOCUMENTATION

25 Kenyan content creators and social media influencers have been trained by REACH A Hand Uganda on content creation and promotion targeting online audiences to promote health and wellbeing messaging along the Desperate Soul film premiere.

The 3 month campaign requires continuous monitoring of trained preselected social media influencers, online audience engagement pre-event and during the event, event attendance registration, knowledge gained, audience feedback, referral intentions and lessons learned. The approved MEAL framework includes registration forms, attendance registers, QR surveys, pre/post assessments, event monitoring and qualitative feedback.

The performance of each of the 25 trained creators/social media influencers will be monitored throughout the campaign to ensure they publish 4 social media posts per month. The monitoring framework will track:

- ★ Number of posts, stories/reels/videos published.
- ★ Post reach, Impressions and unique Video views.
- ★ Likes/reactions, Comments, Shares/reposts, link clicks and Hashtag usage.
- ★ Audience questions and Audience sentiment.
- ★ Calls to action generated
- ★ Overall engagement rate.

Quotation from qualified LUCA Youths professional supporting collection and analysis of screening data and joint compilation and production of the final dissemination documentation package for the campaign sponsors.

Expected outputs may include:

- ★ Screening and video dens attendance report
- ★ Photo and Video documentation of offline premiere event
- ★ Audience feedback summary
- ★ Lessons learned and Case studies/testimonials
- ★ Final dissemination report

Maximum Budget Ceiling KES 10,000 per person per month for a 4 months contract to cover the campaign period. Open vacancies for this position is 3 with a maximum budget of KES 120,000.



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8. FACILITATION / MODERATION SERVICES

The one-time screening event incorporates facilitated discussions following the film viewing. The approved implementation model provides for moderators, SRHR experts, psychosocial support personnel and community health representatives as appropriate.

Qualified LUCA Youth can apply for

- ★ Moderator/MC
- ★ SRHR technical facilitator
- ★ Youth dialogue facilitator
- ★ Psychosocial support/counselling support
- ★ Community health promotion support

Maximum Budget Ceiling KES 10,000 for approved facilitator for the whole day event. Vacancies for this role are 5

TERMS AND CONDITIONS

The budget ceilings stated in this request are maximum indicative amounts approved for the respective service categories. They are not fixed prices or an offer of contract.

Providers are encouraged to submit **competitive quotations below the stated ceilings** where possible.

Imara.TV will obtain and document **at least three quotations for each applicable service category**, in accordance with the project's procurement and audit requirements. Final selection will be based on a combination of:

- Price competitiveness
- Quality
- Technical suitability
- Experience
- Location/accessibility
- Capacity to deliver
- Value for money
- Compliance with project requirements

Submission of a quotation does not guarantee award of a contract.

Imara.TV reserves the right to accept or reject any quotation and to request clarification or additional information from bidders where necessary.



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QUOTATION SUBMISSION REQUIREMENTS

Interested service providers should submit a written quotation by 5pm on 31st August 2026 to:

star@imara.tv

The subject line should clearly state:

QUOTATION – DESPERATE SOUL – [SERVICE CATEGORY]

For example:

QUOTATION – DESPERATE SOUL – VIDEO DEN SCREENING

Each quotation should include:

1. **Name of individual/service provider/business**
2. Contact person
3. Telephone number
4. Email address
5. Physical/business location
6. Description of service offered
7. Unit rate
8. Quantity/number of units
9. Total quoted amount
10. Whether VAT/taxes are included
11. Validity period of quotation
12. Payment terms
13. Relevant experience, where applicable
14. Photographs or supporting information, where relevant

For video-den providers, please additionally provide:

- Exact location
- Urban/semi-urban/rural classification
- Approximate seating capacity
- Photographs of the premises
- Available TV/projector and sound equipment
- Typical operating hours
- Number of screening sessions offered under the quoted price