



Request for Quotation (RFQ)

For: RFQ - NP84EXAMSBD82025 – Partner Premise Branding

Date: 19 August 2025

1 Overview of the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people, creatives and educators, and our own creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world





We take a long-term approach to building trust and remain at arm's length from government. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2022–23 we reached 600 million people

2 Introduction and Specification

2.1 As part of the annual initiatives undertaken by the Business Development Unit, we propose implementing IELTS branding across select IELTS Registration Centres. The objective of this initiative is to enhance brand visibility and reach by showcasing IELTS branding at partner premises. The Business Development team collaborates with valued B2B partners to build and strengthen relationships in support of broader business goals.

Under this activity, branding will be implemented at the premises of our top partners. The scope will include installation of display boards/fascia/digital illuminated signage, wall branding, one-way vision

branding, and double-sided leather desktop mats. The selected vendor will be responsible for designing and developing all creative materials, in alignment with the provided brand guidelines and official logos.

Sr. #	Item Name	Required Qty	Item Description	Picture (For Sample Only)
1	Wall Branding with installation (vinyl) Per square feet cost required	30	Texture vinyl 2000 adhesive Roland printing with gloss/matt lamination. Wall branding will have IELTS institute logo , British Council logo and writeup Average size of one wall at one location will be 12*16 = 192 Sq Ft This can vary.	
2	Display board/facia/digital signage with installation (backlit box) Per square feet cost required	30	1 inch iron frame 18 Gauge Frame installation with Star Korean Flex Material 380 gm – And back thin iron sheet fix on back side with installation (with light inside the board so it can be switched on in night). Display board/facia/digital signage will have IELTS institute logo , British Council logo Average size of one Display board/Fascia at one location will be 3*3 = 9 Sq Ft Size can vary depending on the infrastructure of building. Display board will be installed at the 2nd floor roof level. Please quote accordingly	
3	One Vision Glass Branding (Door/Window)	50	Texture vinyl 2000 adhesive Roland printing with gloss/matt lamination One vision will have IELTS institute logo , British Council logo and writeup. Average size of one window will at one location will be 2*6 = 12 Sq Ft. We will cover atleast 2-3 windows at one location Size can slightly vary depending on the size of the window.	
4	Double sided branded leather desktop Mat	50	High Quality PVC Leather Smooth Non-Slip Durable Surface Double sided Use Various color options with IELTS and British Council Branding Portable roll up design Scratch & Winter Resistant Size 26"*15"	

Note: We will cover cities province wise. Display boards/fascia with inner lights will be installed(outside) on the roof level of Second Floor. Sizes can vary depending on the infrastructure of the building.

The premise branding will be required in following cities:

Cities
Islamabad
Peshawar
Mirpur
Lahore
Faisalabad
Gujranwala
Gujrat
Karachi
Hyderabad
Multan
Abbottabad

Note: Per Square feet cost should be submitted in proposal.

3 Quotation Validity

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

4 Payment and Invoicing

4.1 All payments will be made within 30 days of receiving an undisputed invoice from the vendor.

All invoices should clearly mention the following:

- Unique invoice number
- Name of the vendor (as registered with the British Council) along with address
- Date of issue of invoice.
- A clear description of the goods and/or services provided
- Value, exclusive of tax.
- Amount of sales tax with tax registration number (if applicable)
- The rate of discount, if offered.
- Value inclusive of tax
- Contact details of the vendor

All invoices are to be sent to following address for payment processing:

British Council, British Deputy High Commission Shahra-e-Iran Clifton, Karachi or Email:
AP.FinanceOps@britishcouncil.org

5 Instructions for Responding

5.1 Your quotation must be submitted to khurram.shakeel@britishcouncil.org.pk only by **10 September 2025**.

6 Clarification Requests

6.1 All clarification requests should be submitted to khurram.shakeel@britishcouncil.org.pk only by **03 September 2025**.

7 Award Criteria

7.1 Responses from potential suppliers will be assessed and awarded based on the lowest cost.

8 Disclaimer

8.1 By issuing this RFQ, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier.