

BA TOWN COUNCIL**EXPRESSION OF INTEREST****UPGRADE AND ADVERTISING MANAGEMENT FOR BILLBOARDS**

The Ba Town Council is seeking Expressions of Interest from competent and innovative firms for the upgrading of the Ba Town Entrance billboard to modern standards and the management of advertisements.

Scope of work:

1. **Billboard Upgrading:**
 - Assess existing billboard structures for necessary upgrades to meet modern standards.
 - Implement improvements in design, technology, and structural integrity to bring billboards up to contemporary standards.
 - Explore opportunities for integrating digital technologies into upgraded billboards, such as LED screens or interactive displays, to enhance advertising capabilities.
2. **Advertising Management:**
 - Develop and implement strategies for managing advertising space on upgraded billboards.
 - Offering advertising space on upgraded billboards to local businesses and organizations.
 - Provide support and assistance to advertisers in creating effective and impactful advertising campaigns.

Interested firms are invited to submit their expressions of interest, including their company profile and proposed approach to upgrading billboards and managing advertisements, for the Council's consideration.

All expressions of interest are to be clearly marked "**CONFIDENTIAL – Expression of Interest for Upgrade and Advertising Management for Billboards**" and deposited in the Tender Box kept at the **Ba Town Council Office at the Civic Centre, Tabua Place, Ba Town.**

The deadline for receipt of submissions is **4.00pm on 3rd of May, 2024.** For further clarifications on the above EOI, please contact the undersigned on 9994859 or email: enalp@batowncouncil.com.fj.

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MR. RENAL R. PRASAD
CHIEF EXECUTIVE OFFICER [Acting]