

Request for Proposal (RFP)

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RFP\_005\_2026\_Influencer Marketing Agency

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| <b>Services Required</b>                       | Influencer Marketing Agency                          |
| <b>RFP Number</b>                              | RFP_005_2026_IMA                                     |
| <b>Type of Procurement</b>                     | <b>Services Agreement</b>                            |
| <b>Type of Contract</b>                        | <b>Service</b>                                       |
| <b>Term of Contract</b>                        | <b>10 months from the date of contract</b>           |
| <b>Contract Funding</b>                        | <b>NACO-YRGMERF -projects</b>                        |
| <b>Submit Proposal electronically to</b>       | <a href="mailto:rfp@YRGCARE.org">rfp@YRGCARE.org</a> |
| <b>Date of issue of RFP</b>                    | <b>6th May 2026</b>                                  |
| <b>Deadline for raising queries by bidders</b> | <b>11th May 2026</b>                                 |
| <b>Date of Clarifications to the bidders</b>   | <b>12th May 2026</b>                                 |
| <b>Deadline for submission of offers</b>       | <b>18th May 2026</b>                                 |
| <b>Latest date for award of contract</b>       | <b>22nd May 2026</b>                                 |

## Terms of Reference

### Development, Deployment and Maintenance of Influencer Marketing for the Breakfree Platform

|                              |  |
|------------------------------|--|
| <b>Project</b>               | IT-enabled Virtual Strategies under NACP |
| <b>Implementing Agencies</b> | NACO   YRGCARE   Global Fund (NACP-V)    |
| <b>Project Period</b>        | 21st may 2026 – 31 March 2027            |

### Influencer Marketing – Terms of Reference (Operational Sections)

**Background** - The Breakfree Platform is an IT-enabled initiative under NACP aimed at strengthening youth engagement through digital outreach and virtual interventions. To enhance awareness, demand generation, and uptake of services, the project intends to leverage social media influencers who can effectively reach young audiences across India. Influencer-led communication enables relatable and high-impact dissemination of public health messaging in formats widely consumed by youth. Considering the dynamic nature of digital engagement, a specialized influencer marketing agency is required to support campaign planning, influencer onboarding, execution, and coordination. This RFP seeks to onboard a qualified agency to implement structured influencer marketing campaigns aligned with project objectives.

**Objective** - The objective of this RFP is to engage an experienced influencer marketing agency to design, manage, and execute monthly influencer-based campaigns promoting the Breakfree Platform. The agency will identify suitable influencers aligned with target audience demographics and campaign themes, ensuring fresh participation without repetition. The assignment aims to increase platform visibility, audience engagement, and adoption of digital risk assessment services among youth aged 18–30 years. The selected agency will support end-to-end campaign execution including influencer sourcing, content coordination, revisions, and reporting. The engagement will ensure consistent, compliant, and impactful digital outreach throughout the contract period.

#### Influencer Selection Criteria

Each influencer selected under this assignment must meet the following minimum criteria:

- Content category: Influencers should primarily be able to create content in genres such as comedy, couple/relationship-based reels, actors/performers, lifestyle, education, health awareness, or other similar categories relevant to youth engagement.
- Target audience age group: The influencer's primary audience should fall within the 18–30 years age group.
- Language preference: Content may be produced in English, Hindi, or regional languages depending on the campaign focus and audience segment.
- Audience geography: Influencers should have predominantly India-based audiences aligned with the language and regional targeting requirements of the campaign.

### Deliverables

- A new set of influencers' niche/ genre will be shared with the agency every month provision to which the agency provides a list of influencers for YRG/NACO to choose from.
- 2 influencers to be finalized and posted on social media every month.
- YRG to share their feedback on the quality of influencers and needs to be revised if the expectations are not met.
- The need to run the campaign for the upcoming month will be shared by YRG care if and when needed.
- There would be different campaigns for each month with new faces without any repetition to any previous already done influencer.
- Minimum follower count: To be defined in consultation with YRGCARE on a monthly basis (for example, 200k - 500k followers or above depending on campaign requirements).
- The influencers can be asked to put the same video/ reel on other platforms where they have a good following such as youtube and facebook with collaboration to NACO.

### Content Publishing and Collaboration Requirements

- All influencer posts developed under this assignment will be collaboration posts with NACO India on Instagram.
- The primary platform for posting will be Instagram. Content may be further shared or amplified across other Meta platforms if required.
- The agency will be required to provide a monthly drive link containing all influencer video content produced during that month for record keeping and internal use.
- Collaboration requests may be initiated either by NACO India. Is NACO India being mentioned in the contract as the reporting party to the Agency ? Or will the contact

with the Agency be exclusively by YRG Project Manager? or the influencer, depending on the posting format and requirements communicated by YRGCARE.

### **Content Review and Revision Process**

- YRGCARE reserves the right to request a minimum of two revisions to the content or draft videos produced by the influencer prior to final posting.
- Influencers and the agency must incorporate all requested changes to ensure that the content aligns with public health messaging standards and campaign objectives.
- Final approval from YRGCARE will be required before any content is posted.
- Contact persons for both parties to this contract shall be indicated along with their professional coordinates, in the contract.

### **Payment Terms**

- The agency shall raise the invoice dated on the day the video is posted on the platform. Invoice shall mandatorily bear the contract reference.
- In cases where the content is posted as a collaboration post from the NACO India account, payment processing will begin only after the influencer has accepted the collaboration request and the content has been reviewed and vetted by YRGCARE.
- Payments will be processed within up to 30 - 40 days from the date of invoice generation.
- The agency must ensure that all deliverables and posting requirements are completed before raising the invoice.

### **Experience**

- Agency to have evidenced experience working on GOI/NGO projects. Would be preferred if performance is shared in proposal as screenshots.
- Agency to share their previous experiences working with NGOs with an estimate of followers to costing ratio.
- Maximum Experience of only 1 - 3 years at most working with new age creators, actors, singers etc

### **Key instructions to bidders**

All quotes sent to YRGMERF (electronic version only) shall contain information sought in this RFP. It is the responsibility of the bidder to ensure all details as requested are submitted. There will be no communication or feedback on submitted quotes until the review is completed and a decision is communicated (the decision will be communicated only to those shortlisted/ finalized for the next step relating to contracting).

The bidder's document shall contain:

- 1) The reference number of this RFP.
- 2) Date of submission.
- 3) Name, address, of the chief functionary, two contact numbers and an E-Mail ID.
- 4) The validity period of the quote.
- 5) Detailed description of services offered, relevant to this RFP, to evaluate compliance with this solicitation.
- 6) Lead time required to initiate the contract should this bid be successful.
- 7) Bank details in full.
- 8) Registration / Incorporation Certificate, Copies of PAN & GST registration.
- 9) Past performance information relevant to this RFP. A small statement with following details is adequate: 1) Contracting agency 2) Subject of contract 3) Period of contract 4) Value of the contract 5) Whether the award was the outcome of a public tender / competitive bidding.
- 10) Last three years ITR of the company.

### **Evaluation and award process**

YRGMERF compliance and project specific team lead will review each bid and will decide on a suitable bidder who conforms to the RFP needs, apart from being price advantageous. The contract will be awarded to the bidder representing the best value for money. For the purpose of clarity, it is to be understood that “best value” is determined by price, technical abilities, past performance determined by the Evaluation Committee through an Evaluation / Scoring Grid as per rationale in Annexure 1 to this RFP.

### **Award notice**

A written notice of award or acceptance of a bid will be intimated to the successful bidder, which shall result in the conclusion of a binding contract between the two parties.

### **Offer validity**

This RFP in no way obligates YRGMERF and or NACO to issue a contract and or reimburse costs supposedly related to designing/ submitting a bid relevant to this RFP. Any bidder’s proposal will automatically be assumed to be valid until 30 June 2026, providing for a contingency timeline.

### **Conflict of interest and or anti-corruption assurance**

The successful bidder will assure in writing there is no conflict of interest with individuals at YRGMERF. Similarly, if there is ground to believe that there are violations

related to anti-corruption, the same may be reported to the ethics desk at YRGMERF (swarna@YRGMERF.org).

**Declaration of compliance (Annexure – 2)**

Every bidder shall in the document submitted for review, include the following declaration as the submission closure statement:

“We agree, as evidenced by the signature below, that the proposal submitted has in its entirety considered all terms and instructions provided in the RFP.”

Signature.....

Designation.....

Date.....

**Submission of Proposals (Annexure – 3)**

Applicants wishing to respond to this **RFP** are required to submit their applications along with the organizational profile in the prescribed format given below with supporting documents before the due date. **Applicants are encouraged to submit the completed application well before the deadline for submission.**

| ORGANIZATIONAL PROFILE |  |             |
|------------------------|--|-------------|
| S. No.                 | Item   | Information |
| 1.                     | Full Name of Organization (as per registration document)                               |             |
| 2.                     | Registered Office Address (Please provide complete address with PIN Code)              |             |
| 3.                     | Telephone Number/s   |             |
| 4.                     | Legal Status (Please specify whether Registered Society/Trust/Section 25Company/Other) |             |

|     |   |  |
|-----|---|--|
| 5.  | (1) Registration No. and Date:<br><br>(2) Place of Registration and Other Details:<br><br><b>(Please append self-attested copy of Certificate of Incorporation/Registration to this application form)</b> |  |
| 6.  | Name of the Director/President/Head of the Organization   |  |
| 7.  | Name and Designation of Contact Person(s)   |  |
| 8.  | Mobile No. and Email ID of Contact Person(s)  |  |
| 9.  | Total number of paid staff working full time  |  |
| 10. | Gross Revenue in the past two financial years   |  |

**Bidders are required to ensure that their offers reach YRGMERF electronically, only to the E-Mail address given above, within the deadline mentioned. All queries for clarifications shall also be addressed within the deadline for the same, to the same E-Mail box. Should there be queries from the bidders and corresponding clarifications from YRGMERF, an FAQ document will be posted in the website under the same Procurement Notice, latest by end of day on 13<sup>th</sup> May 2026. Bidders are advised to watch that space.**

**The date and time stamp on the E-Mail submissions as per the YRGMERF system will alone be considered.**

Please note that, if the attachment to the E-Mail exceeds the prescribed limit, the bidders can submit multiple E-Mails, provided the E-Mails are marked with the subject line “RFP\_001\_2026 <E-Mail 1 of X> <E-Mail 2 of X> etc. Please ensure that the offers along with all the mandatory attachments are sent to YRGMERF within the deadline prescribed and only to the Mail box mentioned in the timeline for this RFP.

**Financial proposal – Annexure 4** (Kindly attach a separate document with file name RFP\_005\_IMA\_Fin\_Proposal). The document may please be in Excel format. PDF is accepted.

The quotes mentioned here are for reference purpose only. Kindly provide the prices of the best influencers in your portfolio in the given following range. This amount would be considered as a maximum cap value per influencer for the contract finalisation.

| Sl. No. | Followers             | Cost Per Influencer Reel/Post + Collaboration over instagram (INR) | Cost Per Influencer Reel/Post + Collaboration over facebook (only if applicable) (INR) | Cost Per Influencer Reel/Post + Collaboration over youtube (only if applicable)(INR) | Cost Per Influencer Reel/Post + Collaboration over X (only if applicable)(INR) |
|---------|-----------------------|--|--|--|--|
| 1       | 200K - 500K Followers | ₹ _____  |  |  |  |
| 2       | 500K - 800k Followers | ₹ _____  |  |  |  |

| Component   | Monthly Cost (INR) |
|-------------|--------------------|
| Agency fees | ₹ ____             |
| GST         |                    |