

Addget Solutions PLC
NGO VISIBILITY & COMMUNICATION
SUPPORT PARTNERSHIP

Proposal for Communication Visibility and Production Coordination Services

1. Executive Summary

Organizations working in development, humanitarian programs, and public awareness initiatives rely heavily on communication and visibility materials to engage communities, partners, and stakeholders.

These materials include campaign resources, institutional publications, event branding, stakeholder engagement tools, and awareness materials. Managing the design, production, logistics, and maintenance of these materials often requires coordination across multiple suppliers, increasing operational complexity.

Addget Solutions proposes a Visibility Support Partnership, providing organizations with continuous access to professional communication design support, production coordination, logistics planning, visibility material management, and corporate visibility tools.

Through this partnership model, Addget supports organizations by providing:

- Communication design support
- Visibility and campaign planning
- Coordination of production vendors
- Delivery and logistics coordination
- Signage and visibility material maintenance
- Corporate visibility and engagement material production and distribution

This integrated approach simplifies communication operations while remaining fully compatible with NGO procurement procedures. Printing and fabrication services continue to be handled through standard Request for Quotation (RFQ) processes.

2. Organizational Background

Addget Solutions is a communication production company based in Addis Ababa, Ethiopia, with more than ten years of experience supporting international organizations, NGOs, and institutional partners.

The company provides integrated services combining:

- Graphic design and communication development
- Advertising material sourcing
- Production coordination and supervision
- Logistics and delivery management

This model enables organizations to work with a single communication production partner capable of managing the full lifecycle of communication materials.

Addget has supported communication production projects for:

- International Organization for Migration (IOM)
- AFENET
- United Nations Industrial Development Organization (UNIDO)
- African Union (AU)
- Goethe-Institut

These projects have included campaign materials, institutional publications, event branding, and communication visibility resources.

3. Common Visibility Challenges Faced by NGOs

Organizations frequently encounter operational challenges in managing communication and visibility materials:

Multiple Vendors

Coordination across designers, printers, and logistics providers increases administrative workload.

Short Project Timelines

Urgent communication needs place pressure on program teams.

Inconsistent Production Quality

Multiple suppliers often lead to inconsistent branding and quality issues.

Logistics and Delivery Coordination

Transporting materials to events and field locations requires additional coordination.

Maintenance of Visibility Materials

Signage and display materials require repair, replacement, and upkeep.

Limited Internal Design Capacity

Many organizations lack dedicated communication design resources.

4. Visibility Support Partnership Solution

The Visibility Support Partnership model provides organizations with a dedicated communication production partner responsible for planning, coordination, execution, and maintenance.

Services include:

- Communication design support
- Campaign and event visibility planning
- Coordination of production vendors
- Delivery and logistics coordination
- Maintenance of visibility materials
- Production and distribution of corporate gifts

This model reduces internal workload and ensures consistent communication quality.

5. Corporate Visibility & Engagement Integration

As part of the partnership, Addget provides corporate visibility and engagement materials to strengthen stakeholder engagement and institutional branding.

These materials support:

- Workshops and conferences
- Community awareness campaigns
- Partner engagement initiatives
- Institutional branding efforts
- Holiday greetings

All materials are developed in alignment with organizational branding guidelines and integrated into the overall communication workflow.

6. Operational Workflow

Addget follows a structured workflow to ensure reliability:

1. Consultation
2. Project Planning
3. Design Development
4. Client Approval
5. Material Procurement
6. Production Coordination
7. Quality Control
8. Packaging and Delivery
9. Installation and Maintenance Support

7. Time and Operational Efficiency Benefits

- Reduced administrative workload
- Faster communication production
- Improved consistency and branding
- Simplified event preparation

8. Budget Efficiency Benefits

- Cost-effective production planning
- Reduced production errors
- Extended lifespan of visibility materials

9. Visibility Support Packages

Starter Visibility Support (Tier 1)

Designed for organizations with occasional communication needs.

Services Included

- Communication consultation
- Small graphic design tasks and updates
- Printing coordination
- Delivery coordination
- Vendor management
- Basic maintenance support
- Annual visibility consultation
- Visibility inspection before major events

Corporate Visibility Items

- Branded pen
 - Flash drive
 - Mug
 - Cap
 - Tote bag
- (2 events, 10-20 recipients)

Printing Incentive

10% discount on printing services (RFQ compliant)

Monthly Fee

31,999 ETB

Communication & Visibility Support (Tier 2)

Designed for organizations with regular programs.

Services Included

- Ongoing design support
- Campaign planning
- Vendor supervision
- Logistics coordination
- Maintenance services
- Visibility material Storage and consultation

Corporate Visibility Items

- Executive pen
 - Keychain
 - Flash drive
 - Mug
 - Cap
 - Calendar
 - Tote bag
- (4 events, 40-50 recipients)

Printing Incentive

20% discount on printing services (RFQ compliant)

Monthly Fee

256,666.00 ETB

Strategic Visibility Partnership (Tier 3)

Designed for high-volume, continuous programs.

Services Included

- Dedicated communication coordination
- Full campaign planning
- Event branding strategy
- Vendor supervision
- Logistics planning
- Maintenance coordination
- Emergency design support
- Repair coordination
- Campaign delivery support
- Quarterly planning sessions

Corporate Visibility Items

- Executive pen
 - Keychain
 - Flash drive
 - Water bottle
 - Umbrella
 - T-shirt
 - Paper bag
- (6 events, 60-80 recipients)

Printing Incentive

40% discount on printing services (RFQ compliant)

Monthly Fee

788,000.00 ETB

10. Emergency Communication Support

Addget provides priority support for urgent needs:

- Rapid design updates
- Expedited vendor coordination
- Urgent delivery
- Emergency repairs

11. Pilot Partnership Offer

Organizations may begin with a 3-month pilot phase to evaluate:

- Efficiency improvements
- Coordination effectiveness
- Operational value

12. Procurement Compatibility

All production services follow:

- RFQ processes
- Supplier evaluation
- Purchase order systems
- Delivery verification
- Invoice documentation

Corporate Gift Compliance

Corporate visibility materials will follow:

- Approved sourcing procedures
- RFQ where required
- Transparent pricing
- Client approval prior to production

13. Commitment to Institutional Clients

Addget ensures:

- Professional service delivery
- Procurement compliance
- Transparent communication
- Quality assurance

14. Next Steps

- Initial consultation meeting
- Package selection
- Pilot implementation
- Evaluation and scale decision

Conclusion

Addget Solutions provides a fully integrated communication visibility partnership, enabling organizations to streamline operations, improve communication quality, and strengthen stakeholder engagement through both strategic visibility management and corporate engagement tools.