



**REQUEST FOR PROPOSAL
MARKETING SERVICES
RFP Number: FY26-10**

Background

Middle East Broadcasting Networks, Inc. ("MBN") is a 501(c)(3) non-profit corporation that operates the Alhurra.com and several digital platforms to provide news and information to audiences across the Middle East and North Africa.

MBN seeks a professional advertising and creative marketing firm to work with in order to increase its visibility in the Middle Eastern region and across Arabic language digital platforms.

Bidders must register a statement of their intent to bid by **9am EDT Tuesday, August 11, 2026** via email to Kiesha Nelson at: kharris@mbn-news.com AND copy Margaret Frederick at: mfrederick@mbn-news.com.

All questions must be submitted via email to Kiesha Nelson at kharris@mbn-news.com AND copy Margaret Frederick at: mfrederick@mbn-news.com by **9am EDT Thursday, August 13, 2026**.

Bidders must submit a copy of their proposal/presentation via email to: Kiesha Nelson at kharris@mbn-news.com AND copy Margaret Frederick at: mfrederick@mbn-news.com by **5pm EDT Tuesday, August 25, 2026**.

Proposals that exceed 10MB must be sent using a web-based file transfer source.

Finalists will be asked to present their proposals via videoconference at a date/time to be determined.

All proposals must be accompanied by a certification that the terms offered therein are good for ninety days following the date of submission.

MBN reserves the right to accept, reject or negotiate modifications to any proposal.

Use of the MBN Logo is not permissible in proposal submittals.

Any proposal not submitted in accordance with the RFP instructions may be rejected and deemed non-compliant.

1. Purpose and Intent

MBN is looking for an advertising and creative agency to work with on an advertising campaign for its digital channel, Elsaha. The successful bidder will be required to provide all management, materials, and labor necessary to perform the responsibilities set forth in this RFP.

A. Technical Proposal

Please review the technical specifications attached here to as **Exhibit A**. Bidders should keep these technical specifications in mind when addressing each of the requirements of this RFP. **The Technical Proposal shall also consist of the following:**

- i. A detailed description of your company's capability to provide the required services.
- ii. A list of at least three (3) client references (including contact information, POC name, phone and email address). Each company listed as a reference must be for which Bidder has recently provided services like or similar to those to be provided pursuant to this RFP within the last five (5) years.
- iii. A statement indicating your company's financial stability.

The technical proposal shall be submitted as a separate document.

B. Cost /Price Proposal

Pricing shall be Fixed Price. Bidders may submit pricing in a format of their choosing. All submissions should show detail costs by line-item, including clear delineation of creative fee for service separate and apart from staff, crew, location fees, and other direct production cost lines items, with an overall cumulative price.

The cost/price proposal shall be submitted as a separate document.

C. Signature

Each proposal must be signed by an authorized official of the Bidder.

D. Exceptions and Deviations

Proposals containing exceptions to or deviations from the terms of this RFP may be deemed unacceptable. Bidders proposing exceptions to the terms and/or conditions of the RFP may not be considered. Any proposed exceptions or deviations must be explicit.

E. Cost Liability & Understandings

Bidders shall bear all costs associated with their submissions, including, without limitation, all costs associated with preparation of the RFP and/or any site visit and/or any other travel or expenses connected with the submission. MBN shall have no liability whatsoever for such costs. MBN assumes no responsibility for, and specifically denies any and all liability for, any costs incurred in the preparation or submission of any proposal by any Bidder. MBN is not responsible for any internal or external delivery delays that cause any proposal to arrive beyond the stated deadline. To be considered, a proposal must timely arrive at the place and by the method specified herein.

F. Statement of Rights

MBN reserves the right to:

- i. Reject any or all proposals.
- ii. Issue additional solicitations for proposals and/or addenda to this RFP.
- iii. Select any proposal as the basis for the negotiation of a contract, and negotiate with the Bidder for amendments or other modifications.
- iv. Conduct investigations regarding the qualifications of any Bidder.
- v. Exercise its discretion and apply its judgment with respect to any aspect of this RFP, the evaluation of proposals, and/or the negotiation and award of any contract.
- vi. Enter into an agreement for only portions of the services contemplated by the proposals and/or not enter into any agreement for any of said services.
- vii. Select the proposal that best satisfies the needs and/or interests of MBN.

G. Obtaining Essential Information

MBN reserves the right to obtain additional information deemed necessary by it to determine the ability of any Bidder to carry out the obligations of the contract to be awarded, including, without limitation, information needed to evaluate the experience and financial capability of the Bidder to complete the requirements of the proposed contract.

H. Non-Collusion

By signing the proposal, the Bidder warrants and represents that its submission has not been solicited, secured or prepared, directly or indirectly, in a manner contrary to federal law and/or the laws of the Commonwealth of Virginia, and that said laws have not been violated and shall not be violated as they relate to the procurement or the performance of any resulting contract by any conduct, including the paying or the giving of any fee, commission, compensation, gift, gratuity, or consideration of any kind, directly or indirectly, to any employee, officer or official of MBN.

I. Conflict of Interest

The award of a contract is subject to all relevant Federal, state, and county laws and to the terms of MBN's grant agreement with the U.S. Agency for Global Media. All Bidders must disclose with their proposals the names of any officer(s), director(s) and/or agent(s) who is/are also an employee of MBN. Further, all Bidders must disclose the name of any MBN employee who has, directly or indirectly, an interest in the bidding firm or in any of its subsidiaries or affiliates.

2. Minimum Qualifications of Bidder

Bidders must possess at least five (5) years of continuous experience in providing the type of service contemplated by this RFP.

3. Contract

If MBN selects a proposal, a formal contract, with specifications will be entered into between MBN and the successful Bidder. The proposal, or any part thereof, submitted by the successful Bidder may be attached to and may become a part of that contract. After selection of the successful proposal, MBN will draft the contract, which will not be binding on either party until signed by authorized officials of both parties.

4. Proposal Evaluation

MBN reserves the right to award a contract to the Bidder MBN determines to be responsible, to have submitted a complete proposal, and to have completed a proposal that meets the specifications and requirements deemed by MBN to be most advantageous to it and in its best interest. MBN reserves the right to negotiate with any one or more of the Bidders. MBN also reserves the right to reject all proposals, to waive any irregularities in any proposal, and to select a contractor by alternate means, in the event MBN determines that doing so is in its best interest.

Any and all statistical data provided in this RFP is for bid and informational purposes only.

The following criteria, not necessarily listed in order of importance, will be used to evaluate proposals.

- i. Bidder's demonstrated experience and success in providing similar services.
- ii. The completeness and responsiveness of Bidder's proposal, including its adherence to all RFP requirements, terms and conditions.
- iii. Bidder's timeline.
- iv. Bidder's financial ability to provide the services requested.
- v. Bidder's Cost Proposal (including its competitiveness and reasonableness).

EXHIBIT A
STATEMENT OF WORK
MARKETING SERVICES

A. BACKGROUND

MBN seeks a professional advertising and creative marketing firm to work with in order to increase its visibility in the Middle Eastern region and across Arabic language digital platforms.

MBN has moved to a bold, new Mobile-First Digital Platform and strives to be the premier Arabic-first language source of news, commentary and information that connects the Middle East and the United States, using short videos, newsletters, podcasts, data trackers and social media.

Our journalists strive to provide unique commentary and interesting voices that reflect the best of American values while focusing on the ideas, challenges, issues, and contexts that other media outlets either miss or ignore. Not only does the content inform and pique the audiences' interest, but it also tells stories that are either never told elsewhere or are rarely told in their entirety.

B. REQUIRED SERVICES AND DELIVERABLES

MBN desires Contractor to provide the following services:

1. Increase organic search visibility and drive qualified traffic through targeted Search Engine Optimization (SEO) strategies that incorporate AI. These shall be measurable by Key Performance Indicators (KPI).
2. Grow Alhurra.com's social media audience and engagement across key regional platforms. These shall be measurable by Key Performance Indicators (KPI).
3. Build strategic influencer partnerships that amplify Alhurra's brand reach to targeted Gulf Cooperation Council (GCC) audiences.
4. Develop and implement in person conferences in the region that increase Alhurra's brand exposure as a reputable media outlet.
5. Secure MBN's participation in media/digital conferences throughout the region including as panelists, speakers and hosting booths.
6. Build an advertising campaign in key countries (UAE, Lebanon, Syria, Egypt, Saudi Arabia and Iraq) to build brand awareness.
7. Develop and promote town hall meetings, special event programming in the region that can be sponsored by and streamed on Alhurra.com.
8. Identify and work with a regional journalism school to develop Alhurra.com training for local journalists.

9. Create a public relations campaign to promote exclusive content produced by Alhurra.com, as well as key members of the MBN staff.

C. CREATIVE CONCEPTS

The following link provides content for the look and feel of the new MBN. Please use it as a reference for putting together your proposal and presentation.

D. OWNERSHIP

MBN will have and maintain ownership rights of all created and produced materials.

E. RFP RESPONSE REQUIREMENTS

The following is required to be submitted in your proposal:

1. Provide a detailed response regarding your ability to fulfill each of the required services listed above.
2. Provide at least two (2) fully developed examples for each item in the Statement of Work, demonstrating how each requirement was executed.
3. MBN requires the campaign commencement date to be As Soon As Possible. Bidders shall provide a 12–18-month timeline for the entire project.
4. Provide a presentation of your proposal.