

EXPRESSION OF INTEREST: NOTICE NUMBER: EOI/NCL-02/2026/27

MARKETING OF NAMCOL DIGITAL BILLBOARD



1. BACKGROUND

The Namibian College of Open Learning (NAMCOL) is a State-Owned Institution mandated to provide open and distance learning opportunities to Namibians. As part of its income-generation initiatives, NAMCOL operates a double-sided LED Digital Billboard located at its Head Office, Jetu Jama Centre in Windhoek.

The Billboard provides advertising opportunities to external organisations and businesses and is strategically positioned to provide visibility to motorists, pedestrians and the surrounding community.

2. PURPOSE

NAMCOL invites Expressions of Interest from suitably qualified and experienced marketing and advertising service providers to market and promote advertising opportunities on the NAMCOL Digital Billboard. The objective is to increase the utilisation of the Billboard, attract new advertising clients and generate sustainable income for the College.

3. SCOPE OF SERVICES

The selected service provider will be expected to:

1. Develop and implement a marketing and sales strategy for the Billboard
2. Identify and secure potential advertising clients
3. Promote the Billboard to corporate, public-sector, SME, NGO and other potential clients
4. Develop and maintain relationships with existing and prospective clients
5. Maximise advertising bookings and Billboard occupancy
6. Provide regular reports on marketing activities, clients secured, bookings and revenue generated

4. COMMERCIAL PROPOSAL

Interested service providers should submit their proposed commercial model, which may include a commission-based, fixed-fee, performance-based, or combination arrangement. The proposal should clearly indicate the basis of remuneration and the value proposition to NAMCOL.

5. REQUIRED DOCUMENTATION

Interested service providers must submit:

1. Company Profile
2. Company Registration Certificate
3. Social Security Commission Certificate of Good Standing
4. NamRA Certificate of Good Standing
5. Evidence of relevant experience and at least three (3) references
6. Proposed marketing and sales strategy
7. Proposed commercial/fee structure
8. Details of key personnel responsible for the assignment

6. SUBMISSION

“EOI: MARKETING OF NAMCOL DIGITAL BILLBOARD”

Procurement Management Unit

Namibian College of Open Learning (NAMCOL)

Private Bag 15008

Katutura

Windhoek, Namibia

Submissions must be deposited in the Tender Box at the NAMCOL Head Office, Ground Floor, no later than **01 October 2026**.

7. ENQUIRIES

For more information or clarification, please contact:

Mr. Phillip Kambonde

Manager: Enterprise Development

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Note: Submission of an EOI does not guarantee appointment. NAMCOL reserves the right to accept or reject any submission and/or negotiate with suitable service providers.



NAMCOL

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TAKING EDUCATION TO THE PEOPLE