



# PROJECT: BONA AFCON 2027 LOGO DESIGN CONCEPT PROPOSITION

## 1. INTRODUCTION

Botswana and Namibia will establish a Joint Bid Technical Committee which will be an inter-governmental entity mandated by the Botswana and Namibia Governments to bid to co-host Football Africa Cup of Nations in 2027.

The primary objective of Joint Bid Technical Committee is to produce a comprehensive bid book with the view to win rights to co-host AFCON 2027 in both countries.

In order for the entity to execute its mandate, it needs to position itself, promote and create international awareness on the capability of the two countries to successfully stage a magnificent tournament. The two countries desire to enhance football brand in Africa, the southern part of the continent in particular. Both Governments accord highest priority to hosting of this tournament as it will also improve the landscape of sport and general infrastructure, generate revenue, profile the countries and leave a legacy of sport development.

Namibia Sport Commission on behalf of Ministry of Sport, Youth and National Service & Botswana National Sport Commission on behalf of Ministry of Youth, Gender, Sport and Culture (herein jointly referred to as the "Parties") therefore wishes to invite multi-disciplinary design house/ agencies and artists who are competent and have diverse skills in design industry to design the logo & slogan. Agencies/artists should have strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas.

## 2. OBJECTIVE

The objective of the task is to accord agencies/artists opportunity to design a logo which will create a brand identity for Joint Bid Technical Committee and create awareness around the campaign and its communication and messaging.

## 3. SCOPE OF WORK AND GENERAL GUIDELINES

- 3.1. The project shall comprise the design of a logo and slogan/tagline which should include "BONA AFCON 2027" name. The logo should be simple but unique and should communicate the essence of entity clearly and accurately.
- 3.2. In designing the logo, the artist and agencies must pay attention BUT NOT limited to, symbols/aspects of the two countries such as common cultural aspects, popular heritage sites and natural resources as well as popular themes of Confederation of African Football., bearing in mind that artists/ agencies are not compelled to use any particular element but rather to draw inspiration from those in coming up with a logo and slogan for BONA AFCON 2027.
- 3.3. Artists/agencies should be able to clearly elaborate the meaning of features in the logo, thus logo annotations.
- 3.4. A slogan/tagline which gives the option of being used with the logo to enhance image and impact of the communication should be part of the submission.

### 3.5. The logo design should:

- 3.5.1. Be presented in both 2D and 3D formats, showing different applications thereof.
- 3.5.2. NOT resemble or be copied from other brands logo or element features belonging to other organisations.
- 3.5.3. Look decent on all of business cards, power point, email signatures, letterhead, apparel and other applications.
- 3.5.4. NOT be cluttered with many colours which will distort its meaning and appearance.
- 3.5.5. Inspire and demonstrate quality in its designs.
- 3.5.6. Be printed and submitted in both JPEG, PNG and PDF file formats accompanied by conceptual development note.
- 3.6. In addition to the submission, the successful artist/agencies will work with established Joint Bid Technical Committee in facilitating registration of the trademarks and acquiring copyright protections with relevant institutions in both Botswana and Namibia
- 3.7. Avail themselves to assist Joint Bid Technical Committee to use the logo across various mediums during the bidding process.

## 4. ELIGIBILITY, SELECTION AND CONDITIONS

- 4.1. Only citizens of Botswana and Namibia and/or agencies domiciled in those countries and majority owned by citizens are to take part in the logo design competition.
- 4.2. For purpose of verification of citizenship, participants shall attach a copy of their photo identity documents (i.e. Passport or National Identity card) to the submission.
- 4.3. The competition is open to artists/agencies having sound technical design capabilities in both Botswana and Namibia, with one (1) winner to be selected between the two countries.
- 4.4. Selection of the winner will be made by both the Namibia Sport Commission & Botswana National Sport Commission, who their decision will NOT be appealable.
- 4.5. Both the Namibia Sport Commission & Botswana National Sport Commission may choose to invite up to three (3) participants to present their ideas in order for them to select the winner.
- 4.6. Additionally, Namibia Sport Commission & Botswana National Sport Commission may require the winning artist/agency to make modifications to the logo.
- 4.7. The winner of this competition agrees to cede their intellectual property rights to Namibia Sport Commission & Botswana National Sport Commission, in exchange of the financial reward they will receive.

## 5. FINANCIAL AWARD

The selected individual will be rewarded with **P50, 000.00 in Botswana currency (BWP) OR N\$62, 850.00 Namibian currency (NAD)**. Note that, there shall be **NO** consolation price for any unsuccessful shortlisted participant. Winner will be paid by his/her respective country.

## 6. POST COMPETITION DELIVERABLES / SPECIFIC OUTPUTS

The final selected artists/entity is expected to submit the below to client in accordance with the following deliverable schedule:

No	Description	Days
1	Incorporate features and make some alteration on design as per input and comments of client	5 days after first presentation
2	Final design concept	5 days after review

Enquires can be made to **Tshepo N. Letshwiti @ +267 3674000, 72564351** email [tletshwiti@bnsco.co.bw](mailto:tletshwiti@bnsco.co.bw) for Botswana Citizens

**AND**  
**Rogerdeltry Kambatuku @ +264 -61-270 6548,** email [Rogerdeltry.Kambatuku@msyns.gov.na](mailto:Rogerdeltry.Kambatuku@msyns.gov.na) for Namibian Citizens

## 8. TERMS AND CONDITIONS

- 8.1. This advert is not an offer but a call to credible artist/agencies who may demonstrate the desire to respond to it. The Namibia Sport Commission & Botswana National Sport Commission reserves the right to withdraw it, change or vary any part thereof at any stage and also reserves the right to disqualify any participant at any stage.
- 8.2. Namibia Sport Commission & Botswana National Sport Commission reserves the right to alter the terms set out herein in any manner it deems necessary prior to award. Namibia Sport Commission & Botswana National Sport Commission will notify all responsive individuals in the event if it deems that such action is in the best interest of the organisation.
- 8.3. Namibia Sport Commission & Botswana National Sport Commission reserves the right to cancel the advert at any time prior to the execution of a written contract without incurring liability to Namibia Sport Commission & Botswana National Sport Commission, if in its sole determination; its best interest would be served by doing so.
- 8.4. No oral conversations or agreements with any official, agent, or employee of Namibia Sport Commission & Botswana National Sport Commission shall affect or modify any terms of this advert and any alleged oral agreement or arrangement made by a participant with any department, agency, official or employee of the Namibia Sport Commission & Botswana National Sport Commission shall be superseded by the definitive agreement that results from this advert process.
- 8.5. Neither artists/ entities nor any of the bidder's representatives shall have any claims whatsoever against Namibia Sport Commission & Botswana National Sport Commission or any of their representatives, officials, agents, or employees arising out of, or relating to this advert or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- 8.6. If some participants and/or their representatives are found to canvass, influence or attempt to influence in any manner the qualification or selection process, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

## 9. RESPONSIBILITIES OF THE ARTIST/ENTITY

### The artists/agencies:

- 9.1. Will be responsible for her/his own expenses including that of the staff, resources used, transport, interview material, telecommunication, soft and hard copy submissions.
- 9.2. Comply with these time-frames and scheduled meetings, if any.
- 9.3. Provide inspirations and provide quality creative designs, giving detailed descriptions behind each aspect of the logo.

## 10. UNSUCCESSFUL RESPONSES

Namibia Sport Commission & Botswana National Sport Commission reserves the right NOT to notify artist/agencies which did not succeed.

## 11. DISCLAIMER

All designs and other documents prepared by the artist/agencies, or obtained from whatever source in connection with carrying out the functions of this assignment, shall become and remain the property of the client. The service provider shall, not later than upon termination or expiration of the contract, deliver all such documents to the client with a detailed inventory thereof. The artists/agencies may retain a copy of such design but shall not use them for purposes unrelated to this contract without prior written approval of the client.

## 12. COPYRIGHT AND INTELLECTUAL PROPERTY

Artist/agencies shall ascertain that their designs are genuine and do not infringe the intellectual property rights of any other person or entity.

## 13. SUBMISSION

The designs should be submitted, by email, to the following location:

(for Botswana) [tletshwiti@bnsco.co.bw](mailto:tletshwiti@bnsco.co.bw)  
(for Namibia) [Rogerdeltry.Kambatuku@msyns.gov.na](mailto:Rogerdeltry.Kambatuku@msyns.gov.na)

If the file/attachment exceeds size of the email capacity, a link should be provided.

**Deadline for submission is 27<sup>th</sup> May 2022 on or before 1630hrs**