



REQUEST FOR PROPOSALS

USAID MOMENTUM VIDEO PRODUCTION IN TANZANIA

BACKGROUND

MOMENTUM is a five-year global health program funded by USAID. It consists of a suite of six awards, focused on advancing maternal, newborn and child health, working in nearly 40 countries. PRB is the implementor of the MOMENTUM Knowledge Accelerator (MKA) project, the “connector” award that links the broader suite and tells the MOMENTUM story. As such, PRB will oversee the video production described in this solicitation.

SCOPE OF WORK

PRB seeks a video production company to document USAID’s support to voluntary family planning and reproductive health in Tanzania through MOMENTUM. The video will showcase how voluntary family planning activities are integrated into broader USAID support for maternal and child health through the MOMENTUM Integrated Health Resilience (MIHR) project. Video production will involve liaising with MOMENTUM to identify content; developing scripts and storyboards; video shooting in several locations in Tanzania; voice-over recording; video editing; subtitling; audio mixing, graphics and animation; and adapting video content to social media. Vendor will produce a video between 3-5 minutes in length and in a format optimized for HD web distribution. Vendor will also produce shorter (30-45 second) versions of the video for social media. The videos will be produced in English, with captions.

DELIVERABLES

The vendor will be responsible for the following tasks and services:

1. **Planning and pre-production:** The vendor will work with MOMENTUM and USAID representatives, including teams in Tanzania and Washington, DC to identify project activities, interviewees and locations for filming. Vendor will develop production timelines, manage logistics, and be responsible for all other pre-production planning.
2. **Developing scripts and storyboards:** Vendor will be responsible for developing a script and storyboard for the video building on key messages provided by USAID and PRB.

- a. The script will incorporate the key messages and themes, activities, interviewees and locations agreed in advance with USAID and PRB, while providing scope to respond to spontaneous opportunities that may emerge while filming.
 - b. Extensive consultation and multiple reviews by USAID, PRB and the MIHR team will be required to finalize the script and storyboard and must be factored into the production timeline.
3. **Video filming:** Vendor will collect principal shots, interviews and B-roll in at least two locations in Tanzania, such as the Greater Mahale Ecosystem in Katavi near Lake Tanganyika, the Northern Tanzania Rangelands near Arusha, and potentially areas near the Ruaha-Rungwa rangelands. One or two interviews with project stakeholders in Dar es Salaam may also be required.
 - a. USAID will provide a list of individuals to interview. Vendor/Production company will be responsible for scheduling time, date, and location of interviews.
 - b. Vendor will shoot sufficient footage to enable changes to be made at the roughcut stage.
 - c. Vendor must ensure high quality equipment is used on location, to include an aerial drone.
4. **Video editing:** Vendor will edit the rushes filmed in Tanzania, syncing the video/pictures with sound to tell the story according to the agreed-upon script. Additionally, Vendor will record voice over narration for the video, provide transcript of raw footage to PRB for a paper edit of videos, provide roughcut viewings and recut the story according to feedback from USAID and PRB and complete a color grade and a sound mix.
 - a. Vendor will agree on the VO artist or AI voice with USAID and PRB in advance.
 - b. There will be up to three rounds of substantive revisions for the video and up to two rounds of substantive revisions for the shorter (30-45 second) versions of the video.

Estimated Duration and Timeline of Contract

It is expected that the contract will run from January 2025 until April 2025, with the option to extend for an additional one month, as required. Filming is expected to take place in Tanzania in late February or early March 2025.

Qualification or Specialized Knowledge/Experience Required

- Vendors should possess a proven track record in producing high-quality short-form videos and/or documentary-style videos, with professional-level videography and editorial competencies.
- Experience producing human-centered documentary/storytelling videos for a digital audience and/or human-centered videos with proven success in the advertising, marketing or documentary industry.
- Proven ability to develop a script for the video based on verbal inputs and written documents provided.
- Ability to add special effects to videos in terms of animated titles, infographics, and maps, and ability to add relevant background music to videos when required.
- Capacity to complete a project within a specified deadline.
- Possessing all necessary audio-visual equipment and software required to produce the video.

- A designated team to service the ongoing needs of the long-term arrangement.
- Proven ability to ensure ethical reporting on children.
- Similar experience working for USAID, on USAID-funded contracts, or for other international development organizations is an advantage.
- Experience with productions focusing on global health is an advantage.

Other Requirements

All rights, titles, and interests in and to all deliverables shall belong exclusively to PRB including without limitation all copyrights and other intellectual property rights therein. All footage from video shoots performed under this contract as well as the completed video will become the property of PRB. The contractor will be responsible for administrative, technical and professional support related to the production of the video.

PROPOSAL PREPARATION

Proposals must address the points outlined under the Scope of Work and the Evaluation Criteria. Proposals should be prepared simply, providing straightforward and concise responses to requests for information and descriptions of qualifications and capabilities. Proposals shall be limited to no more than five pages, including the title page and the budget but not including resumes. Incomplete proposals may be determined as ineligible.

Vendors should organize their proposals using the format described below:

1. **Section 1: Title Page & Organizational Profile:** Furnish the full legal name, address and other contract information of the Vendor. The address must be that of the office which will have responsibility for executing the services provided. Additionally, indicate the year incorporated or established and the number of employees.
2. **Section 2: Project Understanding & Production Approach.** Briefly describe the understanding of the requested tasks and services and the approach for delivering them. Describe how the video production would be accomplished in Tanzania in as much detail as possible. Include information about how the editing process will be handled. Indicate the steps required to implement the video production according to the specified timeline. Additionally, explain any creative approaches or principles which will underpin the proposed work. Finally, outline any other considerations relevant to the production process and how they will be approached.
3. **Section 3: Vendor Experience.** Include a brief statement of the Vendor's professional competence, technical capabilities and qualifications. Indicate the key personnel with a proposed role in the project, describe their role in the production process, their organizational affiliation and provide a resume of their relevant experience. Resumes should not be included for those that are not directly involved in the production process. Additionally, indicate the equipment and software programs that you will be using as part of the production process. Finally, provide a brief summary of the reasons that the Vendor believes themselves to be the most qualified for the requested tasks and services.

4. **Section 3: Portfolio.** Vendors must provide between 2-4 examples of past video productions the Vendor directly developed and produced. Examples may be provided through links or attachments.
5. **Section 5: References.** Vendor must provide a list of at least three organizations for whom the Vendor has carried out successful video production services. International development or global public health clients are preferred. Please include the client's name, dates of the production services, a brief description of the size and scope of the services provided, along with individual contact details, including phone numbers and email addresses.
6. **Section 6: Pricing.** Please provide complete pricing information. At the very least, the pricing estimate must include the following detail to allow PRB to evaluate cost reasonableness and realism:
 - a. Total price by major task:
 - i. Identify content, develop scripts, and develop storyboard
 - ii. Filming
 - iii. Editing
 - b. Price breakdown by
 - i. Labor costs, including labor rates and level of effort assumptions
 - ii. Non-labor costs
 - iii. Fee, if any

Proposals Evaluation Criteria

PRB will select the vendor who provides the best value. The following criteria will be utilized in evaluating proposals:

- A. Demonstrated understanding of the services to be delivered
- B. Proposed approach to achieve the Scope of Work
- C. Demonstrated competency of the Vendor's experience and qualifications, including previous experience on similar productions of similar size, scope and sectoral focus
- D. Conciseness and clarity of proposal
- E. Pricing

Interested Vendors should submit their proposal to momentumsc@prb.org by January 3, 2025.