

Request for Proposals

Amendment 1 / Q&A

Title: Anniversary Video Production

Date Solicitation is Issued: June 16, 2022

Solicitation Number: 010.06.10.2022.AVP

Closing Date: July 7, 2022

Closing Time: 11:59 pm EDT (UTC-04:00)

Entitles That May Apply: Firms

Contractual Mechanism: Firm Fixed Price, Deliverables Based

I. BACKGROUND

The Pan American Development Foundation (PADF) believes in creating a hemisphere of opportunity, for all. We work across Latin America and the Caribbean to make our region stronger— more healthy, peaceful, just, inclusive, resilient, and sustainable for current and future generations. For 60 years, we have served the most vulnerable communities, investing resources throughout the hemisphere. We partner with and enable civil society, governments, and the private sector for the greater good of the region.

With 60 years of experience across Latin America and the Caribbean and strong partnerships with local communities, civil society, and public and private sectors, we have an impeccable track record of success with extensive in-country networks and sound financial controls. We are uniquely positioned to develop and implement adaptable programs across multiple technical areas, quickly deploy to any country in Latin America and the Caribbean and activate existing local networks, measure and evaluate our impact with comprehensive performance indicators, and communicate our progress through integrated communications strategies.

To mark our 60th anniversary in November 2022, PADF is producing videos for different segments of our supporters.

II. PROJECT OVERVIEW

Scope of Work

PADF seeks a video production company to produce up to eight (8) videos tailored to specific audiences, ranging from two to seven minutes in length. The final videos will be posted to PADF’s website and social media, and some may be played at in-person events.

The project has an estimated duration of **three (3) months**. We have already worked with a video producer to gather a wide range of video interviews, B roll footage, and photos and created one video draft. We are looking to continue editing this video and adapt it into multiple versions tailored to specific audiences.

Responsibilities

Video Production

- Work with PADF’s Communications team to develop concepts and draft scripts and storyboards.
- Coordinate and schedule video shoots and meetings.

Videography

- Record additional interviews and B roll footage as necessary at PADF’s headquarters in Washington, DC, or the bidder’s production studio.

Editing

- Use PADF’s existing footage and photos and add new footage and photos as needed.
- Follow PADF’s corporate style (colors, fonts, etc).

Administrative

- Be available for meetings in person and virtually.
- Keep project under maximum budget of USD\$ 25,000.

Key Messages and Themes

- Showcase impact and breadth of PADF’s work to create a hemisphere of opportunity, for all.
- Inspire and engage our supporters.

Style References

- PADF: [Institutional Video](#)
- [IAMovement & PADF](#)
- PADF: [Reducing the Threat of Deforestation in Haiti](#)
- [UN International Covenants Anniversary](#)

III. LOCATION(S) OF ASSIGNMENT

Washington D.C., United States of America

IV. TERMS OF REFERENCE, DELIVERABLES AND DELIVERABLES SCHEDULE

Schedule of Deliverables

Date	Deliverable	Total Payment PADF
July 25-August 8, 2022	Storyboard for video for general audience	USD\$ Amount
July 25-August 8, 2022	Storyboard for video for private sector	USD\$ Amount
July 25-August 8, 2022	Storyboard for video for PADF Board members	USD\$ Amount
July 25-August 8, 2022	Storyboard for video that can be adapted and localized for PADF's field offices	USD\$ Amount
July 25-August 8, 2022	Storyboards for four videos for additional audiences (to be confirmed)	USD\$ Amount
September 16, 2022	Completed video for general audience in PADF's four core languages (English, French, Portuguese, and Spanish) and all related files	USD\$ Amount
September 16, 2022	Completed video for private sector and all related files	USD\$ Amount
September 16, 2022	Completed video for PADF Board members and all related files	USD\$ Amount
September 16, 2022	Completed video that can be adapted and localized for PADF's field offices and all related files	USD\$ Amount
September 16, 2022	Four videos for additional audiences (to be confirmed) and all related files	USD\$ Amount
Total		USD\$ Amount

V. EVALUATION CRITERIA

Evaluation Criteria	Score (out of 100)
Experience <ul style="list-style-type: none"> Minimum 5 years of video production experience, preferably with experience working with nonprofit and international development clients. 	35
Quality <ul style="list-style-type: none"> Original and creative vision. Examples of past projects should be included to demonstrate quality of work performed. <p>The level of expertise and experience of the bidder's proposal will be considered to ensure sufficient capacities.</p>	35
Price <ul style="list-style-type: none"> The total cost must be reasonable and show efficient use of resources. Costs should reflect fair market value. Additional costs, if any, must be clearly identified. 	30

Offers will be compared among responsive bidders meeting technical requirements.	
TOTAL	100

VI. SUBMISSION DETAILS

- a. Deadline. Proposals must be received no later than **July 7, 2022, at 11:59 pm EDT (UTC-04:00)**. Late submissions will not be accepted. Proposals must be submitted via email to procurement@padf.org. All proposals are to be submitted following the guidelines listed in this RFP.
- b. Validity of bid. 120 days from the submission deadline.
- c. Clarifications. Questions may be submitted to procurement@padf.org by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. PADF will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the PADF website and/or communicated via email.
- d. Amendments. At any time prior to the deadline for submission of proposals, PADF may, for any reason, modify the RFP documents by amendment which will be posted to the PADF website and/or communicated via email.
- e. Timeline of Events

Request for Proposals Issued	June 16, 2022
Clarifications submitted to PADF	June 24, 2022
Clarifications provided to known bidders	June 29, 2022
Complete Proposals Due	July 7, 2022, 11:59 pm EDT (UTC-04:00)
Approximate Selection Made	July 14, 2022

VII. MINIMUM REQUIREMENTS

- Availability from July through September 2022.
- A video production firm, not an individual consultant, with 5+ years of experience.
- Experience with professional video and audio production tools, such as Adobe Premiere Pro, Final Cut Pro, and After Effects.
- Based in the Washington, DC, area with a studio that can host the PADF Communications team for meetings and filming as needed.
- Production facilities, equipment, and software, including but not limited to filming, voicing, lighting, graphics, animation, editing, and music.
- Original and creative vision.
- History of working with nonprofit and international development clients.

VIII. PROPOSAL DOCUMENTS TO INCLUDE

- a. Signed cover page on bidder's letterhead with the bidder's contact information.
- b. Technical Proposal.
 - i. Corporate Capabilities, Experience, Past Performance, and 3 client references. Please include descriptions of similar projects or assignments and at least three client references.
 - ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the team proposed meets the minimum requirements listed in section 7 (Minimum Requirements).
 - iii. Technical Approach, Methodology and Detailed Work Plan. The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Terms of Reference
 - iv. Budget that prices out Deliverables and any other relevant fees on pages 2 and 3, which cannot exceed USD\$ 25,000.00.

IX. TERMS AND CONDITIONS

Resulting Award

This RFP does not obligate PADF to execute a contract, nor does it commit PADF to pay any costs incurred in the preparation or submission of the proposals. Furthermore, PADF reserves the right to reject any and all offers, if such action is considered to be in the best interest of PADF. PADF will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

Confidentiality

All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. PADF may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. PADF's evaluation results are confidential and applicant scoring will not be shared among bidders.

Protection from Sexual Exploitation and Abuse (PSEA)

As part of the contractor's internal controls and standards of employee conduct, the contractor must ensure that its employees adhere to these standards of conduct in a manner consistent with the standards for United Nations (UN) employees in Section 3 of the UN Secretary-General's Bulletin – Special measures protection from sexual exploitation and sexual abuse (ST/SGB/2003/13).

Contracting with Small, Minority, and Women's Businesses

PADF will take all necessary steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.



Entities that appear on any exclusion lists, System for Award Management (SAM), Office of Foreign Assets Control (OFAC), UN Sanctions List, and other watchlists, will not have their bid evaluated and will not be eligible to receive any subaward that may result from this Request for Proposals.

ANNEX I, VENDOR INFORMATION

Please Annex the following information in your submitted proposal:

VENDOR INFORMATION FORM		
1.	Vendor Type <small>(Please indicate if a Firm or Individual Consultant)</small>	
2.	Registration Status <small>(Please indicate Employer Identification Number, Social Security Number, or other registration number)</small>	
3.	Vendor's Legal Name	
4.	Company Contact full name	
5.	Email Address	
6.	Full Business Address <small>(Including city, country, and postal code, if applicable)</small>	
7.	Category <small>(Not-For-Profit, For-Profit, Other)</small>	
8.	Based in U.S.? <small>(Yes or No)</small>	
9.	Phone Number	
10.	Government Owned Business? <small>(Yes or No)</small>	
11.	Signed and Printed Name	

12.	Date	
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ANNEX II, PADF CODE OF CONDUCT

PADF has an intrinsic set of values which can be categorized by H.E.A.R.T, which are categorized as:

Honesty: We work and express ourselves in an open, transparent, and clear manner.

Excellence: We strive for the highest results and standards, and work with clear and transparent processes deliverables, evidence and rigor. We are committed to those we serve, giving our time, energy and dedication to what we believe in.

Accountability: We pride ourselves on our integrity. We accept responsibility for our actions. We rigorously manage our results, our deliverables, our documentation, and our knowledge.

Respect: We value diversity and other points of view. We are inclusive and empathetic. We foster cooperation, collegiality and teamwork, working together toward the same ends. We seek to create a work environment of decency, working fairness, sincerity and trustworthiness.

Teamwork: We work as ONE PADF committing to our common goals and objectives. We foster cooperation, collegiality and teamwork. We make high-quality decisions as a team. We proactively and openly share knowledge, materials, and expertise. We foster and embrace innovation, creativity and diverse points of view. We are one team.

Offerors and their agents shall at all times act with integrity. Offerors and their agents shall not:

- Offer gifts, employment, and other benefits to Pan American Development Foundation employees and others who are in a position to influence the award of a contract.
- Attempt to seek confidential information in respect to tendering and contract formation processes associated with this RFP from Pan American Development Foundation employees and others who have access to confidential information.

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with PADF's H.E.A.R.T. values.

Any violation of the Code of Conduct, as well as concerns regarding the integrity of the procurement process and documents should be reported to PADF via its Ethics Hotline at <https://secure.ethicspoint.com/domain/media/en/gui/66351/index.html>

ANNEX III, CLARIFICATIONS PROVIDED

Question and Answer Period

Anniversary Video Production

Q: Regarding the existing interviews, are these all in English or are they in a mix of languages? If there are a mix of languages, have these been transcribed and translated?

A: The original interviews are in various languages, including English, Spanish, and French Creole. Some portions have been transcribed and selected soundbites have been translated into English.

Q: Approximately how much footage exists? Do you have an approximate run time of the footage that you can share? Is there a mix of HD and 4K footage?

A: Hours of footage from 15+ interviewees and related b-roll. Yes, there is a mix of HD and 4K.

Q: We understand that a draft of one video already exists. What editing program was used to create this draft? Would we get access to the editing project and all media for this project?

A: The selected vendor will have access to all media already collected or produced for this project. We do not know what editing program was used to create the existing draft.

Q: Can you provide an approximate run time for each of the videos to be produced? Knowing the approximate total run time of all of the videos combined will help us estimate our time more precisely.

A: The main version of the video, which will be disseminated widely by PADF, should be no longer than 2:30. Other versions will vary, but we favor shorter videos.

Q: We understand that you would like your vendor for this project to have a studio and be capable of filming additional interviews and b-roll. Can you give us an idea of how much more material we will need to gather? For instance, how many more interviews are needed? Can they could be filmed on the same day or will multiple days be required, etc.?

A: We have 90% or more of the content needed for production. Any gaps identified during production can be filled with PADF's still photography and/or stock footage. If additional interviews or original b-roll are needed, this effort would be coordinated with PADF country



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offices through a local videographer hired by PADF. The DC production company would provide technical guidance to the local videographer, through a Zoom call or written guidelines, to ensure video and audio quality.

Q: If we do not have a studio space but could film on location at PADF's headquarters in D.C., would that be OK?

A: We are not looking to film at PADF's office in DC. We are looking for a vendor that can meet with us in person throughout the production process to discuss progress, brainstorm ideas, review scripts and storyboards, etc.

Q: You have listed storyboards as a deliverable for each video. For documentary style content, we would typically provide a script for each video with a description of the visuals in one column and sound bites and VO in another column. We would provide this for feedback prior to editing instead of a storyboard. Is this OK?

A: Yes, the two-column format is fine. We need a clear sense of visuals to help expedite the review and approval process.

Q: We understand that the general audience video will need to be delivered in four languages. Does this mean that it will need to be captioned in four languages, or that the voiceover will need to be recorded in four languages? Will the other videos require captioning? Will we be responsible for translating the videos or will PADF provide translations?

A: The main version of the video will be narrated, with voiceover, in four languages (English, Spanish, French, and Portuguese). Requirements of additional versions will be decided upon on a case-by-case basis, depending on target audiences. PADF will manage all translation needs and provide the vendor with finalized scripts or captions in the required languages.

Q: We understand that this project is for your organization's anniversary in November, but that the videos are due mid-September. Is there a specific event or events for which these videos need to be completed? If so, what are the dates of those events?

A: PADF is hosting various events throughout the year to mark its 60th anniversary and wishes to complete all video production before the end of the fiscal year, on September 30, 2022.

Q: The main issue we're having is the discussion of extra interviews and B-roll. Without an idea of how many additional shoots you'll need we're unable to give you an accurate scope. Do you have any idea of how many additional interviews/shots you'll need for these videos? Additionally, the budget is below what we'd normally



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expect for an 8-video project with pre-production, production, and post-production phases.

A: We have 90% or more of the content needed for production. Any gaps identified during production can be filled with PADF's still photography and/or stock footage. If additional interviews or original b-roll are needed, this effort would be coordinated with PADF country offices through a local videographer hired by PADF. The DC production company would provide technical guidance to the local videographer, through a Zoom call or written guidelines, to ensure video and audio quality.

Q: We note that the project selection will occur mid-July and the final deliverables deadline is September 16 (approximately 2 months), however, the RFP mentions a 4 month timeline for the project. Could you clarify if there are any additional needs beyond the September 16th deadline?

A: The reference to the 4 months is a typo. We apologize for the confusion and have already updated the RFP.

Q: As a full-service production company, we work with a variety of clients on varying timelines throughout the year. We would like to ensure that it would be the assumption that the video production team may have prior scheduled meetings or productions during the 2-4 month timeline, and that the selected team would not be expected to be dedicated to the project on a "full-time" basis. Rather, the production firm would work closely with colleagues at PADF to schedule meetings and production time that aligns with the schedules of the PADF team and the production firm, and would develop a working timeline for all production and post-production so as to meet the deadlines established in the RFP. Let us know if this aligns with expectations so as to have an idea of the time investment needed for the project.

A: PADF seeks a production company that is available and accessible to ensure this production process is completed in a timely and professional manner. We understand the vendor will have other clients and expect the vendor to have the capacity to manage multiple priorities.

Q: Lastly, if the team has an estimate of the number of videos utilizing each of the target languages, we would be glad to know this as well.

A: This will be determined at a later date.

Q: We understand that the budget is to be itemized by the final deliverables rather than time estimated for the project. That said, if the team is able to provide a range of estimated additional filming time expected (i.e. between 3-8 hours, 1-2 full days,



etc.) or otherwise, number of individuals expected to require additional interviews here in DC to support the project, this would be very helpful.

A: We have 90% or more of the content needed for production. Any gaps identified during production can be filled with PADF's still photography and/or stock footage. If additional interviews or original b-roll are needed, this effort would be coordinated with PADF country offices through a local videographer hired by PADF. The DC production company would provide technical guidance to the local videographer, through a Zoom call or written guidelines, to ensure video and audio quality.

Q: Deliverables ask for costs for "Completed video... and all related files." We would like to confirm if "all related files" refers to original footage/photos filmed & used for the video, or if the team will also require original editing project files as well.

A: "Related files" refers to all raw and edited materials used in the production process.