



Global Expertise. Local Solutions.
Sustainable Democracy.

2011 Crystal Drive
Floor 10
Arlington, VA 22202

Tel: 202.350.6700
Fax: 202.350.6701
www.IFES.org

INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

Request for Proposal - RFP-20-033

Questions and Answers

April 14, 2020

Q1. May we know the preferred locations for Regional Youth Festivals and how many events are going to be held? Where is the Regional Youth Festival going to be held?

IFES Response: Please see the revised scope of work for RFP-20-033. These events have now been removed.

Q2. Where is the National Youth Festival going to be held? Is it going to be held only in Yangon? May we know any preferred locations?

IFES Response: Please see the revised scope of work. The national youth festival and Rock the Vote concert will now be merged as the same event. The event will be held in Yangon and applicants are invited to suggest specific venues in Yangon for the anticipated number of applicants.

Q3. Where is the Rock the Vote Festival going to be held? Is it going to be held in Yangon? May we know any prefer locations?

IFES Response: IFES anticipates that the Rock the Vote festival will be held in Yangon and the venue will be selected in consultation with the selected vendor.

Q4. We would like to know how many Artists/Event at Regional Youth Festivals, National Youth Festival and Rock the Vote Festival?

IFES Response: The precise number of artists at these events has not yet been determined and will be based on the final costs as agreed with the selected vendor and other factors still under consideration. Vendors could anticipate between 5-10 musical acts at the Rock the Vote Festival and 10-20 artists at each art festival.

Q5. Please may we know the sample events to reference?

IFES Response: Any events that prove the vendor's past performance organizing events of these scale would be good samples to provide.

Q6. Are we responsible to contact with 3rd party associations regarding this event or do we need to provide the logistic only?

IFES Response: Yes vendors will be required to management third party associations with this event. In addition to on-site logistics, the selected vendor will be responsible for working with other groups and associations to ensure effective promotion of the event through media such as TV spots, social media, billboards, etc. Additional details will be finalized in consultation with IFES following the selection of the vendor.

Q7. When will be the estimated start date and end date for this project?

IFES Response: IFES estimates that the work will be conducted from May to November 2020. As noted above, given the current context restricting large scale events, this anticipated timeline may change accordingly.

Q8. Which channels do you need for promotional and advertising?

IFES Response: Proposed channels for outreach could include social media platforms, television, radio or SMS.

Q9. What is the proposed date for the Rock the Vote Festival (required for timeline planning)?

IFES Response: For the proposal, vendors should utilize a four month timeline for planning.

Q10. Could you let us know the number of Youth Events planned around the country along with locations and proposed dates (required to prepare an accurate budget and timeline)?

IFES Response: Please see the revised scope of work. The youth event has been reduced to one event to be held in Yangon.

Q11. Could you let us know the approximate number of events we will attend for the Educational Booths (required to prepare an accurate budget)?

IFES Response: The final number of events for educational booths will be determined based on the final budget and resources available. For the proposal, please anticipate 12 events where booths will be required. Applicants should submit a budget that allows IFES to assess the costs of setting up the educational booths and determine the feasible scale of activities under this category.

Q12. For the pricing, is it sufficient at this stage to submit a lump sum amount for each of the 3 activities with a unit cost per event (RTV Festival, Youth Festivals, Booth Events)? If not, how much budget detail should we provide at this stage?

IFES Response: Vendors should submit a detailed budget for activities, which will allow IFES to determine options for scaling the events according to budgets and funds available.

Q13. What is the agenda for the Rock the Vote festival? only the performers or any agenda from IFES as well?

IFES Response: The Rock the Vote festival will primarily consist of musical performances and short talk-show style sessions in between performances, which will be focused on topics relevant to the election and allow audience engagement through mobile apps or other social media tools.

Q14. Is it another RFP for communication about it? How to inform about the Rock the Vote festival?

IFES Response: There will not be a separate RFP for communication for events. IFES anticipates working with the selected vendors as well as existing partners and networks to raise awareness about the events.

Q15. How are the invitations done for the Rock the Vote festival?

IFES Response: Vendors will participate in the development of promotional and advertising materials to inform the public about the event. In addition, IFES will utilize existing networks of local civil society partners and youth networks.

Q16. How many small and big youth festivals?

IFES Response: Please see the revised scope of work for the RFP. The Rock the Vote festival is anticipated to involve between 1,000-1,500 people.

Q17. For all the youth festivals, is the agency responsible of the guests. Is there already an existing base of potential young people to invite?

IFES Response: The vendor will not be the sole responsible organization for getting guests to attend events. Vendors will participate in the development of promotional and advertising materials to inform the public about the event. IFES will also work with existing networks and local partners to invite guests.

Q18. How are the invitations done for the youth festivals?

IFES Response: Please see the revised scope of work. These events are no longer part of the RFP.

Q19. How many educational booths? how many times/states?

IFES Response: For the purposes of the proposal, please anticipate that the educational booths will be used at 12 events in different states and regions including Yangon, Shan and Kachin. The final determination will be made in consultation between IFES and the selected vendor based on the final budget. Applicants should provide line-item cost details that allow IFES to assess the cost of this activity, which will then be scaled accordingly.

Q20. Do you provide content and branding to include on educational booths? If yes, do we need to translate it to Myanmar language? What is the expected quantity of booths to be dedicated to educational information?

IFES Response: IFES will provide the content required for the educational booths and translation into Myanmar or other ethnic languages. The selected vendor will be responsible for design and operational/logistical management of the booths.

Q21. How many people usually come to large festivals created by IFES?

IFES Response: Please see the RFP for the anticipated number of participants for events.

Q22. If possible, presenting a design to IFES for the booths » can we have the logo, some branding elements or content to work on the design?

IFES Response: Vendors should anticipate needing to include 7 logos on the design: IFES logo, six donor logos and a first-time youth voters program logo. Vendors can visit the [First Time Youth Voters for 2020 Facebook page](#) for additional inspiration for the design of the booths.

Q23. Is there a budget you can share with us?

IFES Response: The final budget will be determined based on the pricing provided by vendors and the needs determined in consultation with other partners. Vendors should submit a competitive budget that identifies relevant costs for the different components outlined in the RFP.

Q24. When would it start keeping in mind the current situation? as the National festival would be in August. Do the regional events start after or before the National festival?

IFES Response: As outlined above, as a result of the current situation IFES has modified the scope of work of the RFP accordingly. While IFES has provided illustrative timelines for these events, it is important any applicant is aware of the need to be flexible with anticipated timelines to ensure the safety of all guests.

Q25. In order to propose the best artists we need to have a better overview of the target. Is it young people that are already working or students? Could we have more information about the target?

IFES Response: The target audience is all eligible first-time voters from the ages of 18-22. This includes not just students, but all first time youth voters. The selected vendor will work with IFES to develop an approach that effectively reaches different subgroups within this audience.

Q26. What is the expected format to answer the RFP, PDF?

IFES Response: Vendors should submit quotations in Microsoft Word or PDF format.

Q27. Regarding the food corners would it be free or vendors will be able to sell food and beverages?

IFES Response: Vendors contracted for the Rock the Vote festival and youth festivals will be permitted to sell food and beverages at the events.

Q28. Strategy – do we need to create all the content?

IFES Response: As noted in the RFP, the selected firm must be able to hold regular meetings with IFES and provide briefings during the business and event planning period to discuss the overall structure, creative concept, feasibility and budgetary needs for the production, branding and execution of the event..

End of Questions and Answers