



International Foundation
for Electoral Systems

**INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS
(IFES)**

**Request for Proposal (RFP) to Produce a Television Concert and Talk Show in
Myanmar**

Solicitation # RFP-20-060

June 23, 2020

1 INTRODUCTION

Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a written response (“Response”) for the procurement of services to produce a Television Concert and Talk Show ahead of the 2020 elections in **Yangon, Myanmar**. The solicitation provides prospective vendors with the relevant operational and performance requirements.

Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES’ Compliance Hotline at compliance@ifes.org or at +1 202-350-6791.

2 GENERAL INFORMATION

The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens’ rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES’ needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- | | |
|-------------------------------------|--------------------------------------|
| • Issuance of RFP | June 23, 2020 |
| • Technical Questions/Inquiries Due | July 6, 2020 |
| • Answers/Addenda from IFES | July 10, 2020 |
| • RFP Closes | July 17, 17:00, Washington D.C. Time |

3 PROPOSAL PREPARATION INSTRUCTIONS

Prospective Vendors’ Understanding of the Solicitation

Prospective contractors are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES

reserves the right to disqualify any prospective vendor that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

3.1.1 Point of Contact: The sole point of contact for all communication related to this solicitation is listed below.

Procurement@ifes.org

3.1.2 Formal Communications shall include, but are not limited to the following:

- Questions concerning this solicitation must be submitted in writing to the point of contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Prospective vendors should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Prospective vendors should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
- Inquiries about technical interpretations must be submitted in writing to the point of contact identified in 3.3.1.

3.1.3 Addenda: IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events*.

3.1.4 Posting Online: Copy of this solicitation, Amendments and or Q&A will be available online at: www.ifes.org/procurement-notice, www.devex.com and www.themimu.info/callsfor-proposals

Submission

It is mandatory for prospective vendors to send proposals in electronic copy via e-mail to the point of contact identified in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

RFP-20-058 - Production of an Election Song is connected to RFP-20-060 - Production of a Television Concert and Talk Show. Vendors interested in managing both aspects of the program should submit separate proposal packages for each RFP.

Criteria for Selection

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible, prospective vendors that have the interest,

capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

Evaluation Criteria:

IFES will evaluate bids based on the following criteria:

- 1. TIMELINE** **25 points**
Vendor demonstrates a clear timeline for delivery of services outlined in RFP
- 2. PAST EXPERIENCE** **25 points**
Vendor shows relevant past experience with similar large scale productions or shows.
- 3. QUALITY** **25 points**
Vendor demonstrates high quality of proposed work and how it connects to IFES' vision of campaign
- 4. PRICE** **25 points**
The total cost must be reasonable and show efficient use of resources, and additional costs, if any, must be clearly identified. Offers will be compared amongst responsive bidders meeting technical requirements.

Selection and Notification

IFES will evaluate Responses to identify responsible vendors and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

4 SCOPE OF WORK/GOODS/SERVICES

IFES is seeking a creative production company with significant production experience relevant to producing a live music television and talk show format on Myanmar television. IFES is planning a one-time television concert and talk show format to promote electoral participation among first time voters (age around 18 to 22) in Myanmar. The event, with the working title "Tune Up to Vote 2020!" is expected to be broadcast on a prime-time spot at a major television network in Myanmar. The television format will consist of two main components, live music and talk show.

"Tune Up to Vote 2020!" is expected to feature a range of local high-profile music acts who will each perform a short set of songs, and also participate in talk-show style discussions and other interactive features during the change-over time between artists. The concert location would either be a television studio or a concert venue in Yangon. The "Tune Up to Vote 2020!" television show is embedded in an extensive publicity campaign with maximum reach and messages that gain interest of first-time voters.

"Tune Up to Vote!" is a 90 minutes music and talk show edutainment format which explains why voting is important, what impact a vote can have, why celebrities and music stars also vote in Myanmar, using narratives, live music performances and viewers call-ins and gamification segments.

The Contractor shall produce the "Tune Up to Vote 2020!" television show start to finish, from creating the show concept, budgeting, finding a television network partner to broadcast the show, artist curation

(talent buying), on stage / studio production and other logistical and creative services. The public relations campaign will also be conceptualized and managed by the contractor.

The production company shall contract all performers, presenters, contributors, talk show guests or other persons involved in the production of the television show and make all relevant agreements with the television network. Both the lineup and the overall concept will be developed in consultation with IFES.

IFES will accept offers from a television network, an individual company or a group of companies which could already include a television network. Individual companies must submit a letter of intent from a television network.

OBJECTIVE OR PROCESS MESSAGE: Every Vote counts! Use your right to vote!

MISSION: Edutaining viewers about the upcoming election in Myanmar, discussing and or debating electoral participation and voting from various viewpoints, while educating and entertaining viewers.

SUBJECT AREAS: Pop culture, entertainment, voting, issues concerning youth, gamification.

SHOW FORMAT: One stand-alone television show including online live stream.

VIEWERS PROFILE: Male, female 17 to 25 (narrow), family television format (broader).

PROGRAM LENGTH: 90 min to 120 min.

TENTATIVE AIR DATE: October 2020.

PRODUCTION METHOD: Live (preferred) or Pre-Recorded.

AIRTIME PREFERENCES: Prime time spot on major television network in Myanmar.

ON AIR PERSONALITY NAMES: To be determined, Myanmar celebrity show host, Myanmar celebrities and music artists.

BASIC LIVE SHOW SET-UP:

- Three main parts of the show are discussion panels (30%) and live performances (60%), viewers participation through gamification (10%).
- Live performance of 6 extremely popular Myanmar music artists or groups, performing 2 to 3 songs each (10 minutes total per artist).
- 5 election related topics will be discussed in panels in-between showtimes (5 mins per panels), with 4 to 5 panelists per segment.
- The panels will include performing artists plus other celebrities, athletes and others relevant guests.
- Show host introduces the topic(s), provides the factual information about the topics, short 1 min introductory clips are shown to make the subject more interesting.
- Viewers will be able to call in and voice their opinions.
- Livestream.

General requirements:

Meetings: The firm must be able to hold regular meetings with IFES and provide briefings during the pre-production period to discuss the overall structure, creative concept, feasibility and budgetary needs for the production, branding and execution of the television show.

Proof of experience: The firm must have experience and a proven track record in all areas of television production, particularly in the area of making offers, confirming and managing national talent and all production phases of a music television show or a related format. References, a list of talent that the firm has booked over the past three years and a list of television shows the company was involved in terms of conceptualizing and or production over the past five years will be required.

Production: IFES expects the successful company to execute the television show from the planning phase to the date the show airs with no reliance on IFES for labor.

Involvement of IFES: IFES reserves the right to have input on the overall strategy, show concept, content, show design, artist curation and talent buying as may be necessary. Additionally, IFES reserves the right to refuse to work with any partners, vendors, or sponsors that may reflect negatively on the organization of the television show and IFES/donor procurement regulations. Finally, IFES expects a written progress report in the form of an executive summary by the close of every week.

IFES is seeking an experienced TV production and event planning firm to manage the following:

1) Concept: Create an overall show concept for the “Tune Up to Vote 2020!” TV show, including:

- Conceptualization of the TV Format (content, viewer interaction, show design, gamification aspect).
- Conceptualization of online live stream.
- Strategic selection of talk show host, performing artists and other guests that speaks to the youth / first time voter demographic (age around 17 to 22) in particular and that will guarantee a high audience rating.

2) Television Network Partner: Collaborate with television broadcaster which is a market leader television shows for youth audiences:

- Strategic selection of Myanmar broadcaster with already existing programming aimed at young audiences (music, game shows, talk shows, talent shows) where “Tune Up to Vote 2020!” is a good fit and will guarantee a high audience rating.
- Tentative airing date: October 2020.
- Television network ownership and management will not be in conflict with IFES/donor procurement regulations.

3) Budget: Develop a budget for the Tune Up to Vote Television Show:

- Prospective contractors must complete the following cost breakdown for the implementation of their solution for the television show format as described in this solicitation.

- Prospective contractors must also complete the following cost breakdown for the implementation of their solution for the live stream as described in this solicitation.
- Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days and must have a written confirmation from the partnering television station. The television production company will ensure that the production will be made on budget and on time.

4) Talent Buying Details: The firm needs to deal with the following areas regarding talent:

- The firm must create and submit to IFES a list of nationally known talents that are popular among youth and is responsible for talent identification, booking, contracting and coordination as required including any necessary rehearsals.
- The firm makes written offers as directed. Offers shall include the talent fee, and other related cost for the television production appearance (e.g. specific lightning or backline requirements for an artist or other rehearsal related costs).
- Once the artist is confirmed, the firm will be responsible for all aspects of managing the talent prior to the performance: Contract execution and management, deposits, marketing approvals, assist with hotels (should the artists be from outside Yangon), artist catering and dressing room needs and coordinating relevant number of rehearsals.
- All participating artists and moderators must agree to impartiality and have no previous record of campaigning for a specific party and will refrain from any involvement in the upcoming election which includes the use of their music.
- There is also a requirement that the artist agrees to participate in a related social media campaign via all media channels operated and owned by the artists.

4) Television Show Production and Live Stream:

- The firm is responsible for all production relevant planning and coordination with the TV network, including but not limited to cameras, lightning, decoration, studio design, show effects, pre-produced film material, gamification and call related technologies and set up, live graphics, etc.
- The firm is also responsible for all production, planning and coordination for the live streaming and coordination with the technical partner for the stream.
- Coordination of actual artist performance production requirements (stage, sound, lights, artist riders, sponsor signage, etc.)
- Coordination of live outside broadcasts if necessary.
- Permits and clearances and coordination of proper permitting with Yangon City Development Committee.
- Coordinate venue load-in and load-out, event set-up and breakdown as necessary.
- Engagement of all technical staff/personnel required for the TV production.
- Attend bi-weekly committee meetings with IFES or as required.
- Attend production meetings with television networks, performing artists and show guests as required.
- Plan all necessary rehearsals for the television production including artist performances as needed.

- Liaising with television network, guests and performing artists regarding scheduling and running times and live timings.
- Prepare and manage the production/operations budget with not to exceed limits.

Public Relations:

- Plan and execute press conference to introduce the television show to the media in cooperation with television network, featuring some of the performing artists.
- Conceptualize public relations strategy to promote the show online and offline.
- Creation of all promotional and advertising materials.
- Clearance of all rights related to the use of photo and video material of all involved artists and celebrities for promoting the TV show or related online campaigns to encourage young people to vote pre and post air date.
- Agreements with artist agrees to participate in a related online and offline media campaign which includes a pre-determined number of interviews or time slots and content posting via all relevant all media channels operated and owned by the artists.

5 FUNCTIONAL REQUIREMENTS

Timeline

Prospective vendors must submit a timeline in the Response showing the time required to produce and consolidate the products and/or deliver services.

Geographic Code (applicable to USAID funding only)

IFES' project in **Myanmar** is funded by United States Agency for International Development (USAID) under Source and Nationality (S/N) Geographic Code 937 (please refer to [22 CFR 228.03](#) for more information). A waiver request may apply to certain offers. If IFES determines a waiver would be necessary, the estimated time required to obtain the waiver will be considered within the "Timeline" in the Evaluation Criteria. IFES encourages all prospective contractors to consider products that fall under S/N Geographic Code 937 whenever possible.

License, Clearance and Approvals

The prospective vendors will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

6 QUALIFICATIONS & REFERENCES

Prospective vendors must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
 - Full legal name and address of the company
 - Corporate and tax registration documents
 - Year business was started or established
 - Full name of the legal representative (president or managing director) of the company
 - Name of any individuals or entities that own 50% or more of the company
 - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)

- No subcontracting is allowed under this solicitation.
2. Evidence of successful completion of a project of a similar size and complexity.
 3. References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.
 4. Prospective vendors must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work. Scope of Work.
 5. A certification signed by an officer or authorized representative that the prospective contractor/vendor has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

7 PRICING

Prospective contractors must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in US Dollar (USD). Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

No.	Item Description	Technical Specifications	QTY	Unit	Unit Price USD	Total Price USD
Group 1						
1.						
2.						
	Subtotal Group 1					
Group 2						
3.						
4.						
	Subtotal Group 2					
Group 3						
5.						
6.						
	Subtotal Group 3					
Total					USD	
Taxes (if applicable)					USD	
Shipping/Freight/Delivery Costs					USD	
Grand Total					USD	

8 ADDITIONAL TERMS & CONDITIONS

Non-Disclosure Agreement

IFES reserves the right to require the prospective vendor to enter into a non-disclosure agreement.

No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

Companies Owned or Controlled by Government

The prospective vendor must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership or managerial interest in the company will result in the prospective contractor's offer being removed from consideration.

Subcontracting

No subcontracting is allowed under this solicitation.

Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a prospective contractor/vendor or third parties, in connection with the Response.

Intellectual Property

Prospective vendors may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

Prospective Contractors' Responses

All accepted Responses shall become the property of IFES and will not be returned.

Partial Awarding

IFES reserves the right to accept all or part of the Response when awarding a contract.

No Liability

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any prospective contractor, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

Entire Solicitation

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

[End of Solicitation]