

Information Sheet

Memoirs of Maldivians Production Partner Selection

1. ROLE

Partnering with MMPRC to create video production of Memoirs of Maldivians. The partner is responsible for creating 5 videos of stories (*cultural, personal, historic, mythical, adventurous, etc.*) told by Maldivians (preferably village elders).

2. SCOPE OF WORK

- Creating 5 video stories told by Maldivians (preferably village elders) (5 min – 10 min maximum duration)
- Partnering with MMPRC to actively seek sponsorship partners for project purposes
- Submission of Proposed Sponsored Budget (Please note that this will be released to the general public)

Please note that MMPRC holds the right to alter the scope of work and bring forth any changes based on market insights/developments before the start as well as during the tenure of the Project

Additionally, all stories have to be approved by MMPRC before the Partner proceeds with video production

3. VIDEO REQUIREMENTS

- 1080 p HD Quality (minimum)
- Subtitles (English)
- Story Credits
- Destination Beauty (All Videos should portray the beauty of the destination in the highest regard)

4. PROPOSAL SUBMISSION REQUIREMENTS

Proposals should include the following;

- 4.1. Cover letter expressing interest (Dhivehi/English)
- 4.2. Company Portfolio
- 4.3. Team Portfolio
- 4.4. Business Registration Certificate
- 4.5. Project Timeline
- 4.6. Proposed Sponsored Budget
- 4.7. Equipment Inventory
- 4.8. Storyboards

5. EVALUATION CRITERIA

Description	Marks
Company Portfolio	60
Team Portfolio	20
Project Timeline (<i>Most points will be awarded for the most comprehensively detailed timeline</i>)	10
Proposed Sponsored Budget (<i>Most points will be awarded for the most detailed, reasonable and logical budget</i>)	10
Total	100

5.1 Company Portfolio (60 marks):

Parties will be judged on the quality and creativity of previous work. Added points will be awarded to partners that have undertaken previous work similar to the work to be carried out under the Memoirs of Maldivians Project

Creativity of Past Projects: 25 marks

Video Quality: 10 marks (Maximum of 10 marks will be awarded)

#	Quality (Description)	Marks
1	HD Quality (100% of all past projects)	10
2	HD Quality (75% of all past projects)	8
3	HD Quality (50% of all past projects project)	5
4	HD Quality – 0 projects	0

Parties will also be judged on the number of previous individual projects undertaken, similar to the work to be carried out under the Stories of Maldives Project. **Similar project** is termed as a video production directly linked to Maldivian culture.

Similar Projects: 25 marks (Maximum of 25 marks will be awarded)

#	Similar Project Description	Marks
1	More than 10 video productions	25
2	5 video productions	10
3	Less than 5 video productions	5
4	0 Projects	0

5.2 Team Portfolio (20 marks):

Parties will be judged based on the diversity of skills, roles and expertise of the team. A maximum of 20 marks will be awarded

#	Team Portfolio Description	Marks
1	Individual Producer/Director, Individual Cameraman, Individual Animator (all in-house)	20
2	Individual Producer/Director and Individual Cameraman (all in-house)	10
3	Individual Producer/Director or Individual Cameraman (all in-house)	5
4	No staff	0

5.3 Project Timeline (10 marks) *(Most points will be awarded for the most comprehensively detailed and time-efficient timeline):*

Parties will be judged based on the comprehensiveness (task breakdown) and feasibility of the proposed project timeline

Task Breakdown: 5 marks

#	Description	Marks
1	Task Breakdown for all 5 videos	5
2	Task Breakdown for 3 videos	3
3	Task Breakdown for 1 videos	1
4	No Task Breakdown	0

Finalized Video Submission Date: 5 marks

The parties should finalize and submit all videos within 90 days from the day of signing the contract. A maximum number of 5 marks will be awarded for this category. A grace period of 2 months will also be given for sourcing a sponsor. If a sponsor has not been found within 2 months of the signing of the contract, the project will be awarded to the next party with the highest marks.

#	Description	Marks
1	Submission within 60 days	5
2	Submission within 75 days	3
3	Submission within 90 days	1
4	Submission greater than 90 days	0

5.5 Proposed Budget (10 marks) *(Most points will be awarded for the most detailed and logical budget):*

Partners will be judged based on the comprehensiveness and feasibility of the proposed project budget. The proposed sponsored budgets should also be reasonable and logical.

Please note that this is a very important aspect as we will be making available the budgets for public viewing to create greater transparency.

6. PROPOSAL SUBMISSION

6.1. Proposals must be submitted in a sealed envelope labeled and addressed to:

Application for "**Memoirs of Maldivians**"

Maldives Marketing & Public Relations Corporation
Velaanaage, 4th floor, Ameer Ahmed Magu

6.2. All proposals should be submitted to MMPRC before **10am, 6th March 2017**

7. INFORMATION SESSION

MMPRC will be hosting an information session on the **21st of February 2017** from **1pm – 2pm** for interested applicants at **Maldives Marketing & Public Relations Corporation, Velaanaage, 4th Floor, Ameer Ahmed Magu.**