

Information Sheet

Stories of Maldives Production Partner Selection

1. ROLE

Partnering with MMPRC to create video production of the Stories of Maldives. The partner is responsible for creating 10 live-action videos of the specific cultural/mythical stories assigned by MMPRC. The Partner is also responsible for the creation of 10 teaser trailers of the stories for pre-release.

2. SCOPE OF WORK

- Creating 10 live-action videos (5 min – 10 min maximum duration) of the 10 cultural/mythical stories assigned by MMPRC
- Creating 10 teaser trailers (30 sec – 1 min max duration) of the cultural/mythical stories assigned by MMPRC for pre-release
- Partnering with MMPRC to actively seek sponsorship partners for project purposes
- Submission of Proposed 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 storyboards have to be approved by MMPRC before the Partner proceeds with video production

3. VIDEO REQUIREMENTS

- 1080 p HD Quality (minimum)
- Original Soundtrack (Background Music)
- Narration (English)
- Subtitles (English)
- CGI
- Authentic Actors with highest degree of accuracy to the stories
- Story Credits (Assigned by MMPRC)
- 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 Profile/Portfolio
- 4.3. Team Portfolio
- 4.4. Business Registration Certificate
- 4.5. Project Timeline
- 4.6. Proposed Sponsored Budget
- 4.7. Storyboards
- 4.8. Equipment Inventory

5. EVALUATION CRITERIA

Description	Marks
Company Portfolio	30
Team Portfolio	25
Storyboards	15
Project Timeline <i>(Most points will be awarded for the most comprehensively detailed and time-efficient timeline)</i>	20
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 (30 marks):

Parties will be judged on the video quality, similar projects and creativity of previous work.

Please note as creativity is a subjective term, we cannot provide a breakdown for these marks.

Creativity of Past Projects: 10 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 consisting of content directly linked to Maldivian culture.

Similar Projects: 10 marks (Maximum of 10 marks will be awarded)

#	Similar Project Description	Marks
1	More than 10 video productions	10
2	5 video productions	7
3	Less than 5 video productions	5
4	0 Projects	0

5.2 Team Portfolio (25 marks):

Parties will be judged based on the diversity of skills, roles and expertise of the team. A maximum of 25 marks will be awarded

#	Team Portfolio Description	Marks
1	Individual Producer/Director, Individual Cameraman, Individual Animator (all in-house)	25
2	Individual Producer/Director and Individual Cameraman (all in-house)	15
3	Individual Producer/Director or Individual Cameraman (all in-house)	5
4	No staff	0

5.3 Storyboards (15 marks):

Parties will be judged on authenticity and creativity of storyboards. Please note as creativity is a subjective term, we cannot provide a breakdown for these marks.

Creativity: 7.5 marks

Authenticity: 7.5 marks

5.4 Project Timeline (20 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: 10 marks

#	Description	Marks
1	Task Breakdown for all the videos	10
2	Task Breakdown for 5 videos	7
3	Task Breakdown for less than 5 videos	5
4	No Task Breakdown	0

Finalized Video Submission Date: 5 marks

The parties should finalize and submit all videos within 240 days from the day of signing the contract. A maximum number of 10 marks will be awarded for this category.

#	Description	Marks
1	Submission within 180 days	5
2	Submission within 210 days	3
3	Submission within 240 days	1
4	Submission greater than 240 days	0

Finalized Teasers Submission Date: 5 marks

The parties should finalize and submit all videos within 60 days from the day of signing the contract. A maximum number of 10 marks will be awarded for this category.

#	Description	Marks
1	Submission within 30 days	5
2	Submission within 45 days	3
3	Submission within 60 days	1
4	Submission greater than 60 days	0

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

Partiers will be judged based on the comprehensiveness (budget breakdown) and feasibility of the proposed sponsored 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:

<p>Application for "<u>Stories of Maldives</u>"</p> <p>Maldives Marketing & Public Relations Corporation Velaanaage, 4th floor, Ameer Ahmed Magu</p>

6.2. All proposals should be submitted to MMPRC before **11am, 16th March 2017**

7. INFORMATION SESSION

MMPRC will be hosting an information session on the **22nd of February 2017** from **1pm – 2pm** for interested applicants at **Maldives Marketing & Public Relations Corporation, Velaanaage, 4th Floor, Ameer Ahmed Magu.**

Please note that applicants that do not come to the info session or that do not send a representative cannot submit proposals