



## **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**

- 2.1 Creating 10 live-action videos (5 min - 10 min maximum duration) of the 10 cultural/mythical stories assigned by MMPRC.
- 2.2 Creating 10 teaser trailers (30 seconds - 1-minute max duration) of the cultural/mythical stories assigned by MMPRC for pre-release.
- 2.3 Partnering with MMPRC to actively seek sponsorship partners for project purposes.
- 2.4 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**

- 3.1 1080 p HD Quality. (minimum)
- 3.2 Original Soundtrack. (Background Music)
- 3.3 Narration. (English)
- 3.4 Subtitles. (English)
- 3.5 CGI.
- 3.6 Authentic Actors with highest degree of accuracy to the stories.
- 3.7 Story Credits. (Assigned by MMPRC)
- 3.8 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
<b>Total</b>	<b>100</b>

##### 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.

##### **5.1.1 Creativity of Past Projects: 10 marks**



**5.1.2 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.

**5.1.3 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.

#### **5.3.1 Creativity: 7.5 marks**

#### **5.3.2 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.

#### **5.4.1 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

#### **5.4.2 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

#### **5.4.3 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:

Application for “**Stories of Maldives**”  
Maldives Marketing & Public Relations Corporation  
Velaanaage, 4th floor, Ameer Ahmed Magu

6.2. All proposals should be submitted to MMPRC before 11am, 05<sup>th</sup> December 2017

**7. QUESTIONS:**

For any inquiries please contact directed to Mr. Rafil Mohamed, Deputy Director at [rafil@visitmaldives.com](mailto:rafil@visitmaldives.com) or by phone +960 3323228

The deadline for questions is December 4, 2017, 15:15 hours.