



JAMPRO
TRADE & INVESTMENT JAMAICA

REQUEST FOR PROPOSAL

Issued on: May 22, 2020

for

Procurement of

**Animation Services for the development of an explainer video for the CDB/
CIIF Caribbean Cooperation Business Model for Animation Studios Project**

Ref No: RFP-FAM2020-02

**Procuring Entity: JAMAICA PROMOTIONS CORPORATION
(JAMPRO)**



REQUEST FOR PROPOSAL
RFP #: FAM-2020-02

May 22, 2020

Dear Sir/Madam:

Subject: Animation Services for the development of an explainer video for the CDB/ CIIF Caribbean Cooperation Business Model for the Animation Industry Project

Request for Proposal (RFP) #: FAM-2020-02

Dear Madam/Sir,

1. Jamaica Promotions Corporation (JAMPRO) is the Government of Jamaica's investment and export promotions agency, operating under the Ministry of Industry, Commerce, Agriculture and Fisheries (MICAFA). The organisation actively promotes business opportunities in six key sectors which include the Creative Industries, with a particular focus on the areas of Film, Animation and Music. JAMPRO has been selected by the Caribbean Development Bank's Creative Industries Innovation Fund for a project grant award under the CDB / CIIF Enabling Environment grant, to produce a 30 seconds to 1-minute video explaining the objectives and intended outcomes of the selected project – a Caribbean Cooperation Business Model for the Animation Industry.
2. You are invited to submit a technical proposal, within a fixed budget of \$5000 USD, outlining the creative concept and production methodology, for the development of one explainer video of up to 60 seconds for the ***CDB/CIIF Caribbean Cooperation Model for the Animation Industry***. Proposals should be submitted in accordance with the requirements outlined in the technical specifications outlined in **Attachment 1**.
3. The evaluation criteria, which will be used, are designed to ensure that the service provider selected is the bidder who submits the most advantageous proposal taking into account the criteria outlined in **Attachment 1**.
4. Your proposal should include:
 - a. Creative concept and production methodology for the development of the promotional video, including proposed timelines for completion.
 - b. Where applicable, adequate technical documentation, catalogue(s) and other printed material or pertinent information (in English) for each item quoted, including names and

addresses of firms providing service facilities from one or more of the Caribbean Development Bank member countries.

- c. Samples of comparable work on a show reel
- d. A price Proposal within the fixed budget amount, in proforma invoice format
- e. CV demonstrating relevant experience

N.B. The supplier should note any deviations and exceptions to the Technical Specifications as outlined in the Attachment 1.

- 5. The deadline for receipt of your Proposal is **Monday, June 1, 2020 at 6pm EST. Late submissions will not be accepted.**
- 6. Proposals are acceptable by way of electronic mail to encrypted email address: **procurement@jamprocorp.com**. Please use the following in the subject line of your email submission: (RFP) #: <FAM-2020-02> - < Animation Services for the development of an explainer video for the CDB/ CIIF Caribbean Cooperation Business Model for Animation Studios Project>.

Document Format: Documents are to be attached in PDF format and are to be sent as one attachments. Show reels must be sent by viewable link included in the proposal.

JAMPRO is not responsible for non-compliance in respect of the above instructions.

- 7. Your Proposal should be submitted as per the following instructions:

- (i). Prices: Prices shall be quoted in United States Dollars (US\$) indicating all applicable taxes, and should not exceed the stipulated \$5,000 USD fixed budget amount.
- (ii). Evaluation of Proposals: Bidders will be ranked based on evaluation grid outlined for submissions received. Negotiations will be held with the highest-ranking proposal. In the event of no agreement then negotiations will begin with the next highest ranked proposal. Arithmetical errors will be corrected as follows:
 - Where there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.
 - If a Bidder refuses to accept the correction, the Proposal will be rejected.
- (iii). Award of Contract: The bidder scoring the highest in the evaluation process outlined in **Attachment 2** will be awarded the contract.
- (iv). Payment: Payment will be in keeping with the negotiated payment structured outlined in the contract.
- (v). Validity of the Offer: Your Proposal should be valid for a period of 90 days from the date of submission of Proposals as indicated in **Paragraph 5** of this Request for Proposal.

8. Clarification: Bidders may request a clarification of any of the Request for Proposal documents up to 3 working days before the proposal submission date. Any request for clarification must be sent by standard electronic means to the address indicated below. JAMPRO will respond by standard electronic means and will send a written response by standard electronic means (including an explanation of the query but without identifying the source of inquiry) to all Bidders. Requests for clarifications should be made to:

Tristan Alleyne
Jamaica Promotions Corporation (JAMPRO)
18 Trafalgar Road | Kingston 10
Email: talleyne@jamprocorp.com

Individual meetings with the Bidders and/or telephone calls to discuss the Bid will not be accommodated.

9. Amendments: Should JAMPRO deem it necessary to amend this Request for Proposal, at any time before the submission of the Proposals, JAMPRO may do so by issuing an addendum by standard electronic means. The addendum shall be sent to all Bidders and will be binding on them. Bidders shall acknowledge receipt of all amendments. To give Bidders reasonable time in which to take an amendment into account in their Proposals, JAMPRO may, if the amendment is substantial, extend the deadline for the submission of the Proposals.
10. JAMPRO reserves the right to:
- a) Reject any and all Proposals received in response to this Request for Proposal or to make no award or issue a new Request for Proposal.
 - b) Waive or modify any information, irregularity, or inconsistency in proposals received.
 - c) Request clarification to a Proposal submitted by any Bidder during the review process. Such clarification should not be material so as to change the substance of the Proposal.
 - d) Negotiate any aspect of the Proposal with the selected service provider.

11. Please confirm by email/fax the receipt of this RFP and whether or not you will submit a Proposal.

Sincerely,
Tristan Alleyne
Senior Sales and Promotions Officer – Film, Animation and Music

ATTACHMENT # 1

Technical Specifications

The service provider will be asked to develop one (1) animated video (Duration: up to 60 seconds), in collaboration with at least one (1) Caribbean animation studio, highlighting the market context, objectives and expected outcomes of the CDB's Cooperation Business Model for Animation Companies. The awarded company is to act as lead on this project. This video is to be used to promote the launch of this CDB project and to invite studios to apply as case studies to test the resulting model.

This video will form part of JAMPRO's catalogue of resources in promoting Jamaica for business and investment and CDB's catalogue of resources for country members and grant applicants. This video production piece will be delivered in accordance with full client brief (to be provided to the successful bidder) and the requirements laid down in the following table:

Item	Description	Duration
1.	<p>One (1) fast-moving 2D, 3D or stop motion animated video that incorporates high-impact visuals to clearly communicate the message that the CDB / JAMPRO Cooperation Business Model for the Animation Industry is intended to develop that maximizes the competitive advantages of the region through a collective approach to the animation industry.</p> <p>The production will make use of cutting-edge video-editing technologies to include, innovative shots captured and conveyed to capture the essence of this model.</p> <p>Production must be undertaken in collaboration with one or more animation studios in the region.</p>	Up to 60 seconds

Other Technical Requirements:

- Video should include music, voice overs and creative graphics
- Video must be broadcast quality
- Video must be reduced in size without sacrificing quality
- Video must be able to be used on the CDB and JAMPRO websites as well as through multiple video and social media platforms
- The Video Producer will be expected to be in contact with JAMPRO's Marketing Team through all phases of the production; meeting in person as needed or by

telephone communication. Progress updates will be required in person or via email communication.

- The Video Producer is expected to produce all elements of the videos in collaboration with partner studios, which includes: scripting, story boarding, voicing, lighting, graphics, animatics, editing, coding and music beds.
- The Video Producer will be required to secure its own production facilities and equipment.
- The Video Producer must be able to demonstrate ability to coordinate resources, equipment and required staffing for video production and post production.
- Delivery should also include the following:
 - Outlines
 - Storyboards
 - Scripts
 - Graphics
 - Rough Cuts
 - Proposed Vision for the video (i.e. broad concepts on what the final product may look like)
- Delivery should also include schedule for the project, including project stages and milestones.

Deliverables:

- All videos should be completed (with relevant edits) within 3 months of contract award
- The final video should be delivered in the following formats: MP4, MPEG, and web-compatible formats. Formats of the video are to be placed on external drives provided by JAMPRO.
- All raw footage, interviews and aerial/drone shots where applicable remain the property of The Jamaica Promotions Corporation (JAMPRO)

Payment Schedule:

Payment will be in keeping with the negotiated payment structured outlined in the contract, according to the following schedule.

- 20% upon acceptance of concept design and sub-contracted pipeline confirmation
- 30% upon acceptance of script, character design, and storyboard
- 30% upon acceptance of rough cut tests
- 20% upon acceptance of final cut

ATTACHMENT # 2

Evaluation Criteria

Minimum Technical Score: 70 points

Requirement	Assessment Criteria	Maximum Score
<u>A. BACKGROUND & EXPERIENCE</u>		
Eligibility	Must meet basic eligibility as outlined in the TOR in order to be considered.	N/A
Experience in animation services	Number of years' experience in providing animation services and/or generating content (whether creating own IP or outsourcing for local or international clients) <ul style="list-style-type: none"> Min 3 years' req experience = 5 pts Over 3 years' experience = 10 pts 	10
Experience in project management	Number of years' experience in Project Management; <ul style="list-style-type: none"> Min 3 years' req experience = 5 pts Over 4 years' experience = 10 pts Specific experience in the Film and Animation Industries (+4); Experience working with government agencies and international donors (+3); Experience working with remote partners (+3)	20
<u>B. METHODOLOGY</u>		
Creativity & Innovation (Concept)	Strength of proposal in demonstrating the CIIF collaboration model in an effective, entertaining, and innovative way.	20
Execution Methodology & Techniques (Approach & Storyboard)	Strength of proposal in demonstrating logical approach and effective to completing animation within timeline and budget (10); Demonstrated established relationships with key players in screen-based sectors via structure of collaboration with at least one other regional animation studio. (4)	14
Knowledge & Delivery	Demonstrated knowledge of the development of nascent animation industries, and developmental models that have been used in countries is an asset (3); Strong inter-personal, verbal and written communication skills, with an excellent command of written and spoken English as demonstrated in proposal (3)	6
<u>C. PERFORMANCE TRACK RECORD</u>		
Quality of Previous Work (based on work samples included)	Demonstration of expertise in 2D or 3D animation, stop motion, storyboarding, character design and development, and/or motion graphics.	20
References	Proven track record of successful completion of assigned tasks; as per references	5
<u>D. QUOTATION</u>		
Must meet fixed budget	Quotation submitted within fixed budget of USD 5000	5
Total Financial Score	The formula for determining the financial scores is the following: $Sf=5 \times Fm / F$, in which Sf is the financial score, Fm is the lowest price and F the price of the proposal under consideration	

TOTAL SCORE		100