REQUEST FOR PROPOSALS #0007A

Request for Proposal for Video Production
in support of
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)
1140 Connecticut Avenue NW, Suite 200
Washington DC, 20036

Firm Deadline: Wednesday, February 26th, 2016, 5:00pm EST

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit http://www.pedaids.org.

BACKGROUND

The Elizabeth Glaser Pediatric AIDS Foundation is the global leader in the fight to end AIDS in children. Since our inception over 26 years ago, there has been a 95 percent decline in new pediatric HIV infections in the U.S., and a 58 percent decline in the number of new infections in children worldwide. We have the science and medicine to get that number almost to zero. EGPAF is focused on ending AIDS in children and families with a three-pronged focus on research, advocacy, and HIV service delivery in the countries with the greatest HIV burden.

PURPOSE/SCOPE OF WORK

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) is seeking proposals for the production of groundbreaking short videos that effectively convey EGPAF’s mission to identified audiences, and help position EGPAF as a global leader in the effort to end AIDS in children. The future task order contract would cover multiple video assignments of varying scope during the contractual period, where each assignment within a fixed deadline, defined by the nature of the task, agreed to at the beginning of each assignment. These services could include, but are not limited to, concept creation, editing existing b-roll foot and other video assets, potentially filming in various locations as necessary, graphics creation, editing, voiceover recording, postproduction, compression and delivery in multiple formats.

CONTRACTOR DELIVERABLES

- The first task order will cover a (2-3 minute and social media optimized) video utilizing graphics, existing footage, and narrated voiceover to raise awareness about the challenges associated with growing up with HIV in both global and African contexts and encourage targeted action for this population.
- Other video assets TBD, but will also be created in order to educate external audiences on HIV/AIDS and highlight EGPAF’s mission to ending pediatric HIV.

MINIMUM REQUIREMENTS:

Contractor Requirements:
• The video producer will be expected to be in contact with designated EGPAF staff through all phases of project execution, meeting as needed in person or by phone and email and providing weekly written progress updates.
• The video producer will work with designated EGPAF staff to adhere to publish EGPAF branding standards.
• The video producer will be expected to produce all elements of the video, which may include, but are not limited to, reviewing existing footage and concept creation, scriptwriting, voice over, cinematography (includes camera operation, lighting, sound recording, graphic design, editing and music).
• The video producer will utilize EGPAF photo/video waivers and give completed waivers to EGPAF staff.
• The video producer will be required to secure equipment.
• The video producer understands that all resources (b-roll, outtakes) will remain EGPAF’s property.

Proposal Requirements: Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met.

FOUNDATION RESPONSIBILITIES:

The Foundation will manage the vendor and be responsible for overall video strategy.

The Manager of Digital and Interactive Marketing will serve as the main contact for consultant with support from the Senior Director, External Affairs and other key staff. EGPAF will host regular meetings with vendor during contract period. EGPAF will provide final approval on all pre and post-production activities.

LOGISTICS:

The video producer will ideally be working primarily within the Washington, D.C. metro area including Baltimore, Maryland. If travel outside this area is required, it must be pre-approved in writing by EGPAF. EGPAF will reimburse the producer for pre-approved travel expenses consistent with EGPAF’s travel policy.

KEY CONTRACT TERMS:

The anticipated contract type is Firm Fixed Price Task Order Contract. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

The Consultant must propose their best offer on a fixed project rate made up from menu pricing. The Consultant is also responsible for outlining costs related to travel; EGPAF will separately reimburse the Consultant for the pre-approved cost of air or ground travel, lodging, and per diem for travel outside the assigned city.
TERM:

The anticipated contract will be for a term of one (1) year with two (2) additional years which may be exercised at EGPAF’s option. Respondents should also respond with pricing for two option years or note is pricing will remain the same.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor’s performance of the Contract without the prior written consent of the Foundation.

Should the agreed delivery or completion dates not be met in the case of fault of the Contractor the Foundation shall be entitled to demand payment of late delivery penalties amounting to 0.1% of the value of the late deliverables/services per started week of delay up to a maximum amount of 5% of the entire value of the contract.

EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:

The Foundation will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Submission Requirements</th>
<th>Weight</th>
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<tbody>
<tr>
<td>1. Demonstrated experience in video development, production, and post-production- including working with nonprofit and global health or HIV/AIDS organizations.</td>
<td>1. 3 professional references from similar past projects with phone and email contract information and one or more examples of prior similar work</td>
<td>30%</td>
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<td>2. Contractor’s proposed process and approach to meet our needs efficiently</td>
<td>2. A maximum 5-page written proposal outlining a proposed approach, creative ideas, and timeline for implementation</td>
<td>35%</td>
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<td>4. Total fixed prices for menu items (For first year and option years)</td>
<td>4. Total fixed price showing individual menu items breakdown for all activities</td>
<td>15%</td>
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<tr>
<td>5. Qualifications of proposed individuals</td>
<td>5. CV/Resume of proposed individuals to work on this project</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100%</strong></td>
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All applicants are required to be registered and authorized to perform the scope of work in the place of performance.
PROPOSED TIMELINE:

Friday, February 5, 2016 – Release of RFP

Friday, February 12, 2016 – Submission of Contractual and Technical Inquiries: Cathy Colbert, Senior Awards and Compliance Officer, CColbert@pedaids.org

No phone calls please.


Friday, February 26, 2016 - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Senior Awards and Compliance Officer, CColbert@pedaids.org with a “cc” to Clare Dougherty, Senior Director, External Affairs, CDoughtery@pedaids.org and Anjana Padmanabhan, Manager, Digital and Interactive Marketing, apadmanabhan@pedaids.org

Tuesday, March 8, 2016: – Final decision announced and Offerors notified

Friday, March 18, 2016: – Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

ADDITIONAL INFORMATION

All proposals and communications must be identified by the unique RFP# reflected on the first page of this document. Failure to comply with this requirement may result in non-consideration of your proposal.

Any proposal not addressing each of the foregoing items could be considered non-responsive.
Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals will be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice: The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.
ETHICAL BEHAVIOR:

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience of suspect unethical behavior by a Foundation employee, please contact Doug Horner, Vice President, Awards, Compliance & International Operations, at dhorner[at]pedaids.org or the Foundation’s Ethics Hotline at www.reportlineweb.com/PedAids/ Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.