

Date: 27.08.2024

Dear Messer's,
Greetings from REFORM Association

Request for Quotation- TV Episodes

Background:

The Palestinian Association for Empowerment and Local Development – REFORM is a Palestinian NGO that works in the fields of empowerment, local development and social transformation. It seeks to promote inclusion and social solidarity in Palestine through empowering marginalised hard-to-reach groups and enhance structural reform. REFORM aims to enhance the social and political participation of marginalized hard- to-reach groups through community activism, strengthen the capabilities of young and women and provide a reliable database for the political and administrative decision-makers in Palestine.

REFORM is looking for **TV Episodes**.

Interested candidates should submit their offers latest by **Tuesday, 03.09.2024, 3:00 PM**.

TV Episodes:

Accredited Television Broadcasting Firm that has the following specifications:

- **Facility:** A well-equipped studio capable of accommodating 3 speakers, 10 guests, and 1 presenter for 1 hour per speaker.
- **Content Experience:** Experience in editing and assembling short films or clips. Experience in designing (posters banners).
- **Equipment:** Provision of 4 wireless microphones and professional-grade cameras.
- **Broadcasting Platforms:** Capabilities for online streaming on social media and traditional TV streaming.
- **Graphic Design:** Proficiency in designing posters, promos and banners for promotional purposes.
- **Visual Displays:** Availability of LCD screens within the studio setup. Provide filming equipment (type and quantity) that is needed for TV streaming keeping in mind how easy it is to move between the audience
- **Streaming Schedule:** Ability to host episodes online and on TV. Online and TV stream from 11:00- 02:00 PM
- **Set Design:** A studio configuration resembling a "restaurant style," inclusive of chairs and tables to enhance the visual appeal.

- **Audience Reach:** Ensure the broadcasting platform can reach a wide audience across all Palestinian regions.
- Satellite TV channel with a wide spread of all Palestinian areas.
- Advertisement during the event is NOT ALLOWED. REFORM conference promotion posts on your own

Duties and Responsibilities:

- **Host 2 Episodes:** Oversee all aspects of episode hosting, from pre-production to post-production, ensuring high-quality and engaging content.
- **Programme Streaming:** Stream the programme on TV and social media platforms (3 events), as agreed upon with REFORM.
- **Summary Trailers:** Create 3-minute episode trailers to engage the audience.
- **Enhanced Studio Setup:** Configure the studio with a "restaurant-style" setting, or as requested from REFORM.
- **Documentation:** Provide studio pictures for promotional and informational purposes.
- **Event Advertising:** Advertise and promote or advertise the event 3 times a day for a whole week before the event (during rush hours).
- **Episode Repetition Option:** Consider the possibility of repeating episodes on TV for extended reach.
- **Pre-Production:** Collaborate on concept development, scriptwriting, casting, location scouting and storyboarding.
- **Production:** Film professionally with quality video, lighting, sound, set design. etc.
- **Episode Duration:** Adhere to agreed episode duration (1 hour).
- **Format:** Deliver episodes in a suitable broadcast format.
- **Delivery:** Meet agreed-upon delivery schedules provided by REFORM.
- **Revisions:** Allow reasonable revisions based on REFORM's feedback.
- **Time screaming:** The broadcast time should be during peak hours between 11:00 - 2:00 PM.
- 40 second voice recording and typed for promotion purposes.

Notes:

Interested candidates should submit **separate** technical and financial offers stamped and/or signed in **2 sealed envelopes** latest by **Tuesday, 03.09.2024, 3:00 PM** at REFORM's office in Ramallah, Al-Masyoun, Al-Tirawi Building, 2nd floor; Telephone 022966646.

- Financial offers must be submitted in ILS (**Including VAT**).
- A valid deduction at source certificate is required (please attach with the financial offer), or else 10% of the total payment will be deducted as income tax.
- Advertisement during the episode is **NOT ALLOWED**.
- All the suppliers must register at E -connect using this link: Econnect - Procurement System.
- Implementation will be for one episode however there is a possibility to add another episode.

For the submission, please send the following:

Technical Offer:

- **Company profile- Well-known satellite channel, high audience reach and programme streaming**
- **CV for recommended presenter with experience.** (REFORM reserves the right to select the TV presenter; the company should provide their presenter recommendation and CV.)
- **Enhanced Studio Setup- Capacity, location, lighting and sound.**
- **Programme Streaming – Availability of the free days and times of the channel.**

Price offer which includes:

- Financial offer should be submitted in ILS, and include VAT for a total of 2 episodes.
- REFORM will refuse any incomplete offers

Evaluation criteria:

Qualifications	Grade (100%)
Technical offer	70%
Company profile- Well Known satellite channel	20%
CV for recommended presenter	20%
Enhanced Studio Setup	20%
Program Streaming – Availability of the days and times	10%
Financial offer in ILS including VAT for two episodes	30%

Note: The candidates that get more than 40% in technical offer his/ her financial offer will be opened.

For more information, please do not hesitate to contact us on: Telefax: 02-2966645 or Email: mmorarr@reform.ps.

Procurement Department