

## REQUESTS FOR PROPOSALS

### Videography and photography services provided for visibility and outreach of support programs implemented by enpact in Egypt

enpact e.V. seeks to contract videography and photography services for support programs providing direct financial support and capacity building for aspiring entrepreneurs in Egypt.

#### A Project Description

Videography and photography services are intended to support the visibility of support programs designed for aspiring and established entrepreneurs in Egypt. The services include covering events and sessions, creating portraits and group photos, creating case study videos and testimonials, and creating video storytelling content for distribution across different media platforms.

#### B Deliverables

The following are the expected deliverables for the videography and photography services.

##### B.1. On-site videography and photography coverage

This work package focuses on delivering high-quality photos and videos of the event that can be used for documentation and promotion purposes. For each event or activity, the expected deliverables are:

- A minimum of 25 photos showcasing the participants, guests, experts and all involved parties.
- A minimum of 3 testimonial videos of participants and experts (Average of 60 seconds each.)
- A minimum of 10 general video shots showcasing a full-day coverage of the event or activity (Average of 30 seconds each). These shots are to be made available for documentation purposes, and are considered additional to specific video production deliverables.

##### B.2. Video content production for social media

This work package focuses on delivering event summary and call for application campaign videos, optimized for the different social media platforms. Motion graphics shall be included in some videos. A storyboard will be developed and shared prior to the event or call for application campaign.

For each video project, the expected deliverables are:

- Reel (vertical) version (Up to 90 seconds) that can be used for promotional and visibility purposes

- Landscape (Youtube) version with a duration of two to three minutes wrapping up an event or milestone in the program

### **B.3. Case study videos**

This work package focuses on delivering specific features and success stories, optimized for the different social media platforms. Motion graphics shall be included in some videos. A storyboard will be developed and shared prior to the event.

For each video project, the expected deliverables are:

- Reel (vertical) version (Up to 90 seconds) summaries of the case study
- Landscape (Youtube) version with a duration of three to five minutes

## **C Timeline**

It is expected that the service contract will be signed in May 2023 and run until the end of May 2024, subject to renewal on an annual basis. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 31 May 2024. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

## **D Application**

### **D.1. Eligibility**

This service contract is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the technical expertise required for the deliverables of this tender, it is expected that the applicant demonstrates

- proven track record of video production services
- experience working with small businesses and the entrepreneurial ecosystem is an asset
- experience working with programs and brands that primarily push forward women and youth empowerment is an asset
- experience working with nonprofit organizations and/or within the development cooperation sector is an asset

### **D.2. Guidelines on Offer and Offer Deadline**

Any entity wishing to respond to this call may do so by submitting a technical offer in English which covers the approach and services they can provide for the duration of the expected contract duration.

All technical offers should include:

A general concept for how the applicant will deliver on the expected deliverables listed in section B of this document. This simulation must include

- a fixed hourly rate for photography coverage (including post-production of all photos taken)
- a fixed hourly rate for videography coverage
- a fixed post-production rate per video, including price per additional editing round if applicable

that would cover all the services foreseen in the concept. This price shall be considered the price ceiling that the applicant is proposing, excluding VAT. As per the nature of this service agreement, the principle of reverse charge applies.

The applicant should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract including timely completion of the activities, ensuring the required level of quality is met.

Offers are accepted until Tuesday 23 May 2023 at 11.59 pm (CET) and must be submitted by e-mail to [sn@enpact.org](mailto:sn@enpact.org).