



International Foundation  
for Electoral Systems

**INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS  
(IFES)**

**Request for Proposal (RFP) for the Production of an Election Song Contest in  
Myanmar**

**Solicitation # RFP-20-058**

**June 23, 2020**

## 1 INTRODUCTION

### 1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a written response (“Response”) for the procurement of services to produce an Election Song Contest for the 2020 elections in **Yangon, Myanmar**. The solicitation provides prospective vendors with the relevant operational and performance requirements.

### 1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

### 1.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES’ Compliance Hotline at [compliance@ifes.org](mailto:compliance@ifes.org) or at +1 202-350-6791.

## 2 GENERAL INFORMATION

### 2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens’ rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

### 2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES’ needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| • Issuance of RFP                   | June 23, 2020                        |
| • Technical Questions/Inquiries Due | July 06, 2020                        |
| • Answers/Addenda from IFES         | July 10, 2020                        |
| • RFP Closes                        | July 17, 17:00, Washington D.C. Time |

### 3 PROPOSAL PREPARATION INSTRUCTIONS

#### 3.1 Prospective Vendors' Understanding of the Solicitation

Prospective contractors are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any prospective vendor that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

#### 3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

#### 3.3 Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

**3.3.1 Point of Contact:** The sole point of contact for all communication related to this solicitation is listed below.

[Procurement@ifes.org](mailto:Procurement@ifes.org)

**3.3.2 Formal Communications** shall include, but are not limited to the following:

- Questions concerning this solicitation must be submitted in writing to the point of contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Prospective vendors should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Prospective vendors should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
- Inquiries about technical interpretations must be submitted in writing to the point of contact identified in 3.3.1.

**3.3.3 Addenda:** IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events*.

**3.3.4 Posting Online:** Copy of this solicitation, Amendments and or Q&A will be available online at: [www.ifes.org/procurement-notices](http://www.ifes.org/procurement-notices), [www.devex.com](http://www.devex.com) and [www.themimu.info/callsfor-proposals](http://www.themimu.info/callsfor-proposals)

#### 3.4 Submission

It is mandatory for prospective vendors to send proposals in electronic copy via e-mail to the point of contact identified in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

**RFP-20-058 - Production of an Election Song Contest is connected to RFP-20-60 - Production of Television and Talk Show. Vendors interested in managing both aspects of the program should**

**submit separate proposal packages for each RFP.**

### **3.5 Criteria for Selection**

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible, prospective vendors that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

#### **Evaluation Criteria:**

IFES will evaluate bids based on the following criteria:

- 1. TIMELINE** **25 points**  
Vendor demonstrates a clear timeline for delivery of services outlined in RFP
  
- 2. PAST EXPERIENCE** **25 points**  
Vendor shows relevant past experience with similar services.
  
- 3. QUALITY** **25 points**  
Vendor demonstrates high quality of proposed work and how it connects to IFES' vision of campaign.
  
- 4. PRICE** **25 points**  
The total cost must be reasonable and show efficient use of resources, and additional costs, if any, must be clearly identified. Offers will be compared amongst responsive bidders meeting technical requirements.

### **3.6 Selection and Notification**

IFES will evaluate Responses to identify responsible vendors and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

## **4 SCOPE OF WORK/GOODS/SERVICES**

IFES Myanmar plans to create a nationwide online "Election Song Contest for Myanmar" to provide the opportunity for aspiring and established Myanmar musicians, songwriters and artists to submit a song devoted to the upcoming Election. The song will be submitted in digital format to a dedicated Facebook Page, which is the platform for the contest. The election song contest and the submitted songs will be used as one of the key tools to build a PR campaign to reach out to the targeted audience of young and first-time voters, ideally reaching millions of people across the country.

"Election Song Contest for Myanmar" is a song contest hosted by IFES over a 2 months period on Facebook which includes a daily interactive talk show edutainment format with rotating guests and a jury of Myanmar music celebrities which will select the final winners of the contest in collaboration with voting by the audience. A jury of established Myanmar musicians will select three winners out of the submitted songs.

The jury members will also use their status as celebrities and influencers to participate in a massive social media campaign to raise awareness about the elections where each celebrity will also function as an “election participation influencer”. Over the contest period IFES intends to produce a daily interactive FB show with a dedicated host and rotating guests who will discuss election related topics and the latest submissions of songs and engage the audience in various ways.

The Contractor shall produce the “Election Song Contest for Myanmar” start to finish, from conceptualizing the show concept, budgeting the contest, engaging a host for the daily Facebook show, engaging a jury, live streaming production, production of final three songs (optional) and other logistical and creative services including a massive social media campaign. The Contractor shall also find an appealing name for the “Election Song Contest” that will resonate with young voters in Myanmar.

The Contractor shall create three songs to go viral in Myanmar and inspire young people to participate in the upcoming elections:

- Inform young people about the upcoming elections and how to vote through three songs and a related daily (or weekly) Facebook talk show edutainment format (over one to two-month period)
- Make young people understand why it is important to vote and how their vote makes a difference
- Make voting part of the day to day conversation among young people in Myanmar
- Growing a community of young people who are enthusiastic about political participation

## **BUDGET BREAKDOWN**

The Contractor is expected to provide a detailed budget with the following line items:

- **Creative Concept** (step 1)
- **Facebook Show** (step 1 - 4, please indicate cost per show to allow IFES to decide on the number of shows): detailed breakdown for all related costs are expected (technical, talent booking, etc.)
- **Social Media Campaign** (step 1 - 10, please provide detailed breakdown expected, cost per month breakdown expected, if additional KOLs are suggested please indicate)
- **Selection Process of 10 Finalists** (step 5, cost for jury, pre-selection)
- **Mastering of 10 Final Songs** (step 6)
- **Production of Final Songs** (step 9)
- **Production of Video Clips** (step 9)
- **Media Tour** (step 10)

## **PROCESS**

The whole song contest will span over a two to three months period. The process is listed below in 10 steps, each indicating the expected activities by the contractor. The contractor is welcomed to make changes based on their experience as well as technical and budgetarily feasibility.

**Step 1: Show concept creation:** Ideation and conceptualizing of show concept in close cooperation with IFES.

**Contractor activities include:**

- Finding a name for the contest
- Creating a detailed concept for the contest
- Creating a detailed concept for the daily / weekly Facebook show
- Budget
- Branding
- Identifying show host and 3 jury members
- Planning of overall media strategy
- Creating all technical aspects for the submission (server, etc.), simple studio
- Creation of all relevant messages
- Creation of social media content calendar
- Definition of point system for contest evaluation
- Booking of guests for upcoming Facebook show
- Pre-production of social media content (trailers with jury members, edutainment graphics, etc.)

**Step 2: Contest call for Submissions:** People are invited to submit songs which they wrote and composed by themselves. The call for submissions is flanked by an extensive Media Campaign to focus on growing a “young community who is aware of the importance of elections”. Submission criteria for the “election song” will include originality of the song and the lyrics (no covers). The initial campaign should highlight the importance of the lyrics and how the lyrics should relate to the election topic without any partisan context.

**Contractor activities include:**

- Media campaign kick-off
- Start of Facebook show

**Step 3: Semi Finalists Selection Process:** All submitted songs will be processed and checked and then passed on to the panel of judges / jury members. Depending on estimates of potential submissions based on previous song contests in the country, a multi-level selection process might need to be considered, should we expect hundreds of submissions (to be discussed in detail with IFES and winning contractor). Songs are rated on a five- or ten-point system by each judge. An exact ration regarding the importance of song and lyrics will need to be determined.

**Contractor activities include:**

- Coordinating work with jury
- Preselection / screening process of submitted songs for impartial content, etc.
- Social media campaign

**Step 4: Daily “ELECTION SONG” Talk Show Format (20 min each):** The contractor will produce an online talk show via Facebook stream over a period of one or two weeks (details to be determined, suggestions from contractor are welcome), where the hosts would present and discuss the latest submissions, have rotating celebrity guests in the studio and have people call in, and let the audience participate actively in the show via Kahoot or a similar application to give the whole concept more of a gamification character to keep the audience engaged. The talk show could also help to drive part of the conversation towards the importance of the lyrics / core message of the song. Election Songs submissions featured in the daily

show could be based on the number of likes they generate to increase the daily buzz on social media and make people revisit the Facebook page on a daily basis.

**Contractor activities include:**

- Production of daily talk show (20 min each, including booking of rotating guests)
- Social media campaign
- Interactive audience engagement

**Step 5: Selection of 10 Semi Finalists:** The ten songs (suggestion only, could also be only five) which receive the highest overall ratings by the jury will then enter the Final.

**Contractor activities include:**

- Pre-selection of songs
- Activation of jury
- Coordination of all related activities

**Step 6: Finalist Song Mixing / Mastering:** The ten songs will then be “polished” with the help of a local producer to do some basic mixing / mastering to improve the overall sound quality.

**Contractor activities include:**

- Coordination of mixing / mastering of 10 finalists (basic digital mixing)

**Step 7: “Vote for the Election Song Campaign” (working title):** The audience will then choose three “winning song” between the ten Finalists. The exact process will need to be decided based on what works best in the Myanmar context. Either the three songs with the highest overall number of likes will win or a “more sophisticated voting process” will be designed to replicate more of a “symbolic voting process”.

**Contractor activities include:**

- Coordination of final “Vote for the Election Song” round
- Media campaign

**Step 8: Final Winner Announcement / Ceremony:** A small but powerful ceremony / announcement could be produced as the final episode of the Daily “ELECTION SONG” Talk Show Format to continue to create a buzz around the Election Song contest. The ceremony could also be broadcasted on TV, ideally on the same channel which will broadcast the RTV concert. Details / options to be discussed.

**Contractor activities include:**

- Final Facebook Show (including ceremony)
- Media campaign

**Step 9: Production of Final Songs (optional):** The three winners will then have the opportunity to work with a local or international producer (potentially via several Zoom sessions in case of international producer) to produce “hit quality” songs. The producers will help to improve the song writing, song arrangements and potentially the lyrics with each of the three winners and will then oversee the final recording / production and post-production process. Technical details regarding what the most feasible

solution would be to produce the songs will have to be discussed and can be proposed by the contractor. The feasibility of producing a simple music video clip for each song will need to be discussed.

**Contractor activities include:**

- **Song production:** Contractor is invited to submit proposals (including budget) for engaging local or international producer but IFES might reserve the right to decide to contract an international producer in a separate procurement contract.
- **Video clip production:** Contractor is invited to propose the conceptualization and production of 3 basic video clips as a separate line item and option. Depending on proposed budget per video by the contractor IFES might decide against the production of video clips based on the available funding.

**Step 10: First live presentation of the Election Song:** Details to be discussed, depending on the final timeline, election date, etc. IFES and the contractor will work with relevant stakeholders on TV and radio appearances.

**Contractor activities include:**

- **Media tour:** The contractor is invited to submit a proposal for placing one or more winners on TV shows or organizing “media tour” through various media outlets across the country (radio, print, TV, online)

**Attachment: PR AND SOCIAL MEDIA ACTIVITIES TO PROMOTE THE “ELECTION SONG CONTEST”** to be considered in the proposal:

**1.1. Offline Media Campaign (Print, Radio, TV)**

The contest offers a huge opportunity for a separate Offline PR campaign around all stages of the Elections Song Contest in print media, radio and TV. The three winners and the jury members will receive media training prior to the start of the PR campaign in order to optimize the messaging on the election related content.

The Offline PR campaign (TV, radio, print) could focus on six main stages:

- **Call for Submissions:** PR Campaign around the “Call for Submissions” including IFES produced clips and jingles with the judges similar to equivalent output from the conventional “song contest” TV formats from around the globe. “Media partners such as a TV station and various radio stations and print outlets could be identified to push the “call of submissions” and accompany all stages of the contest with various activities.
- **The Jury:** Interviews with the Jury members (see below) in print, radio and Myanmar TV, once the jury members have been revealed publicly.
- **The Winners:** Media coverage and interviews with the winners in print, radio and Myanmar TV.
- **Release Promotion:** Production and “plugging” of videos and “singles” in all relevant channels (TV, radio, online). The three songs could be released after each other within short intervals to focus the attention of the media on each song / message and to stretch the media attention



period rather than “releasing all three songs at the same time” and have the songs compete against each other.

- **TV Appearances:** PR Campaign around the first and further TV appearances
- **Cross-promotion activities:** Other cross-promotion opportunities among other IFES voter education activities should also be explored (e.g. on-stage appearance of winner at CSO event).

## 1.2. Social Media Campaign

The contest’s “call for submissions” and later stages will be supported by targeted Facebook advertisement (targeting young people in Myanmar who identify as interested in music, music / song writing and singing, etc.).

### Election Song Facebook Page

Online content creation and regular engagement of visitors to a separately created “Election Song Facebook page” is an equally important aspect besides the music song itself. The Election Song Facebook page could be used to drive traffic to election related pages operated by IFES, the RTV page or other.

### Social Media Content

Besides the music output in form of song and video, IFES should also be able to generate hours of online content (studio footage, snippet interviews of participating jury members about their opinion about elections, voting, youth participation, etc.) which will be extremely valuable to feed all social media activities for several months.

### Online Voting

The online voting event offers the perfect kick off opportunity for a massive social media campaign which could potentially last until Election Day.

## 1.3. Social Media and PR Collaboration Jury Members

All participating jury artists could announce the voting process on their own social media channels. Over a period of several weeks, all jury artists share posts, including previously defined hashtags. This is an opportunity to engage tens of thousands of young people if done right. A separate Offline PR campaign with one or several jury members could be considered as well to place features and interviews in relevant media (Press, Radio, TV – see above).

## FUNCTIONAL REQUIREMENTS

### 4.1 Timeline

Prospective vendors must submit a timeline in the Response showing the time required to produce and consolidate the products and/or deliver services.

### 4.2 Geographic Code (applicable to USAID funding only)

IFES’ project in **Myanmar** is funded by United States Agency for International Development (USAID) under Source and Nationality (S/N) Geographic Code 937 (please refer to [22 CFR 228.03](#) for more information). A waiver request may apply to certain offers. If IFES determines a waiver would be necessary, the estimated time required to obtain the waiver will be considered within the “Timeline”

in the Evaluation Criteria. IFES encourages all prospective contractors to consider products that fall under S/N Geographic Code 937 whenever possible.

#### 4.3 License, Clearance and Approvals

The prospective vendors will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

### 5 QUALIFICATIONS & REFERENCES

Prospective vendors must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
  - Full legal name and address of the company
  - Corporate and tax registration documents
  - Year business was started or established
  - Full name of the legal representative (president or managing director) of the company
  - Name of any individuals or entities that own 50% or more of the company
  - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)
  - No subcontracting is allowed under this solicitation.
2. Evidence of successful completion of a project of a similar size and complexity.
3. References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.
4. Prospective vendors must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work. Scope of Work.
5. A certification signed by an officer or authorized representative that the prospective contractor/vendor has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

### 6 PRICING

Prospective contractors must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in US Dollar (USD). Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

No.	Item Description	Technical Specifications	QTY	Unit	Unit Price USD	Total Price USD
<b>Group 1</b>						
1.						
2.						
	Subtotal Group 1					
<b>Group 2</b>						

3.						
4.						
Subtotal Group 2						
<b>Group 3</b>						
5.						
6.						
Subtotal Group 3						
Total					USD	
Taxes (if applicable)					USD	
Shipping/Freight/Delivery Costs					USD	
<b>Grand Total</b>					<b>USD</b>	

## 7 ADDITIONAL TERMS & CONDITIONS

### 7.1 Non-Disclosure Agreement

IFES reserves the right to require the prospective vendor to enter into a non-disclosure agreement.

### 7.2 No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

### 7.3 Companies Owned or Controlled by Government

The prospective vendor must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership or managerial interest in the company will result in the prospective contractor's offer being removed from consideration.

### 7.4 Subcontracting

No subcontracting is allowed under this solicitation.

### 7.5 Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a prospective contractor/vendor or third parties, in connection with the Response.

### 7.6 Intellectual Property

Prospective vendors may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

### 7.7 Prospective Contractors' Responses

All accepted Responses shall become the property of IFES and will not be returned.

**7.8 Partial Awarding**

IFES reserves the right to accept all or part of the Response when awarding a contract.

**7.9 No Liability**

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any prospective contractor, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

**7.10 Entire Solicitation**

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

**[End of Solicitation]**