



INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS  
Request for Proposal RFP-22-043  
Questions and Answers  
March 29, 2022

**Answers updated March 31, 2022 (highlighted in yellow)**

- Q1. Project A - Do you know about how much footage you want to capture for your library? In minutes. One way to look at this would be how long do you foresee the interviews being? For instance, if the library of footage is based on the interviews, 20 interviews at 5 minutes each would be 100 minutes of footage. How many minutes of b-roll do you need, if you know at this point? Knowing how much footage you're looking for will help us estimate the time and cost of filming.**

**IFES Responds:** We do not know exactly how much footage we'd like to capture for the video library, but based on the number of interviews (20 interviews at 5 minutes for 100 minutes of footage), plus between 30 and 60 minutes of B-roll, we would estimate a range of 130 – 160 minutes of footage for the library.

- Q2. A. Project B - What is the deadline for the About Us video from Project A? If it can be the basis for the 35th Anniversary video, would it be due/done with ample time to edit a version of it for the Anniversary? This would be especially helpful to know if another firm is selected for project A.**

**B. Is there a desired final delivery deadline for Attachment A: Original Content creation and About IFES video?**

**C. Timeline for video A (About IFES): What is the delivery deadline for Video A? Do you expect filming for this video to extend beyond the June 14th event?**

**IFES Responds:** The absolute deadline for the "About Us" video from Project A would be the end of our fiscal year (September 30). However, it would be helpful for vendors to suggest deadlines and timelines for Project A – for example, what sequencing you would recommend for the production of the two videos; the minimum amount of time needed to edit a version of the About Us video into the 35<sup>th</sup> Anniversary video by the June 14 deadline; etc. We are comfortable with filming extending beyond the June 14 event, if that is recommended by the vendor.

- Q3. From our experience, the timeline is quite tight for collecting new footage from outside the U.S. and incorporating it into plans for a well-designed, dynamic, and creative 35<sup>th</sup> Anniversary Video--especially given that vendors for the library project and 35<sup>th</sup> anniversary video project may be different. Would IFES support the approach of producing the 35<sup>th</sup> Anniversary Video based on existing IFES photos/footage, possibly a small amount of stock photos/footage, and select DC in-person interviews and virtual remote interviews determined in consultation with IFES? During and after June 14, the bulk of the international footage would then be collected and the "About IFES" video would be produced. Would this timeline and approach be acceptable to IFES?**

**IFES Responds:** This timeline and approach would be acceptable to IFES.

- Q4. Will all the footage for video B come from material collected for video A? Or would there need to be new/additional material captured specifically for video B?**

**IFES Responds:** Most of the material for Attachment B (the “35<sup>th</sup> Anniversary Video”) could be derived from the material collected for Attachment A and/or existing IFES material. The exception would be any footage of IFES staff, VIPs, etc. specifically congratulating IFES on its anniversary.

- Q5. Section 5.3 Packing. The majority of the deliverables for this requirement will be digital files. Is there something specific this section is referring to?**

**IFES Responds:** This section is referring to if any physical items will need to be delivered (i.e., a flash drive with the 35<sup>th</sup> Anniversary video for the June 14 event). We defer to the vendor if any physical deliverables are required.

- Q6. Section 6, Corporate & Tax registration documents. Is this referring to a W9? If not, please describe what is required.**

**IFES Responds:** W9 or W8 will be requested from the winning vendor only. All vendors are required to submit a copy of their official Corporate/Business and Tax registration documents.

- Q7. Page 5. Qualifications and References Please provide further clarification around item #5. What type of certification by an officer is required to satisfy this requirement.**

**IFES Responds:** This can be a letter signed by the officer or authorized representative on the company’s letterhead certifying that the prospective contractor/vendor has sufficient financial, technical, and managerial resources and facilities to complete the Scope of Work.

- Q8. A. Attachment A: under goals there appears to be a link to the Strategic Plan (2022-24) however this link does not work. Can you please share this document?**

**B. Page 4, Evaluation criteria, #3 - “About IFES” Video a. IFES’ Strategic Plan (2020-2024) is underlined and highlighted in blue similar to a hyperlink. Is this supposed to link to a document for vendor reference?**

**IFES Responds:** Apologies, the link to the Strategic Plan (2022-24) is as follows:  
[https://www.ifes.org/sites/default/files/ifes\\_2020-24strategicplan\\_jan2022\\_1.pdf](https://www.ifes.org/sites/default/files/ifes_2020-24strategicplan_jan2022_1.pdf)

- Q9: Page 12, Sample Videos Please submit links as they are not working within the RFP document**

**IFES Responds:** Apologies, the links are as followed:

The United Nations 75th Anniversary: <https://www.un.org/en/un75>  
Internews: “Local Voices. Global Change.”: <https://www.youtube.com/watch?v=PmuLk1AS7i0>  
About the National Endowment for Democracy:  
<https://www.youtube.com/watch?v=BkWPj2jFVUA&t=156s>

- Q10. For the IFES Board Meeting and Country Director Conference on June 14, 2022, will participants for this meeting be in town the day before or after? Does the client anticipate all interviews can be captured on June 14 or would interviews also need to be captured on June 13 or June 15? For example, if interview subjects are in meetings will we be able to pull them away?**

**IFES Responds:** Interviews with Country Directors will also be possible on June 13 or 15. Interviews with the Board of Directors will likely need to be completed on June 14 (however, some flexibility may be possible for D.C.-based Board Members).

- Q11. A. Page 11, Deliverables - The two bullets outline below imply a film crew will be onsite during the event on June 14th. Please confirm that we'll need event coverage for the event that will capture interviews and b-roll content for future marketing efforts. Is the event take place over the course of a full day or half day? a. B-roll: "Taken during the June 14, 2022 Board Meeting (at IFES HQ in Arlington, VA)" b. Footage Bullet: "~5 IFES Board interviews in the Washington, D.C. area (taken during the June 14, 2022 Board Meeting)"**

**B. Do you need a crew to cover any part of the celebration event at the Four Seasons on June 14?**

**IFES Responds:** To clarify – although they take place on the same day (June 14), the 1) Country Director Conference/Board Meeting and 2) 35<sup>th</sup> Anniversary Celebration are different events at different locations. We would like Country Director and Board Member interviews to be collected at IFES HQ during business hours on June 14 (Country Director Conference/Board Meeting). No footage will need to be collected during the evening of June 14 at the 35<sup>th</sup> Anniversary Celebration.

- Q12. A. What types of B-roll do you hope will be filmed at the IFES HQ, the June 14th event, and at IFES international programs?**

**B. Please describe what b-roll options are available for filming when it comes to IFES Programming? Will this be in Washington D.C.**

**IFES Responds:** At IFES HQ during the Country Director Conference/Board Meeting, we would like a very small amount of footage of our office, as well as candid IFES staff and leadership interactions. We do not need footage during the evening of June 14, at the 35<sup>th</sup> Anniversary Celebration. For IFES international programs, we are open to ideas for B-Roll footage – however, it would likely be of such IFES programming as trainings, civic education outreach, voter registration, etc. We are open to suggestions about how to obtain engaging B-Roll.

- Q13. Is there a preferred list of countries from the list provided in the RFP?**

**IFES Responds:** Preferred locations include Kenya, Senegal, Indonesia, Georgia, our Regional Europe Office (in Prague), Tunisia or Guatemala.

- Q14. A. For the 5 IFES Staff interviews at up to five global locations and 5 partner/beneficiary interviews, can these all be at the same locations/countries? Or does the client prefer (10) different locations? Ideally, these would be (5) global locations where we can interview both IFES staff as well as partners.**

**B. Will the international interviews be located in up to 5 countries, or 10? Based on 5 for staff and 5 for partners, it appears it could be up to 10 countries.**

**IFES Responds:** IFES would prefer 5 global locations where the vendor can interview both IFES staff and partners. We do not expect the vendor to film in more than 5 countries.

- Q15. Will a member of the IFES HQ team be traveling to each filming location as well?**

**IFES Responds:** No, but there is a staffed IFES office at each of the suggested filming locations.

**Q16. Subcontracting: If the interviews are located internationally, we will identify subcontractors based on the locations determined. Without knowing those locations yet, how would you advise we disclose potentially yet to be determined subcontracting relationships?**

**IFES Responds:** Please suggest which locations you would propose filming at (from the list of IFES program countries in the RFP), and any preferred subcontractors in those locations. If you do not already have a preferred subcontractor, please note that you will be seeking to subcontract at that location.

**Q17. What is the security situation at each of the IFES locations and does the organization have an emergency management plan in place?**

**IFES Responds:** IFES did not list any programming countries that do not have a permissible security environment. IFES does have a Security Risk Management (SRM) process, which is directed and overseen by the IFES Global Security Manager.

**Q18. Are there any COVID requirements needed by the vendor in order to film onsite?**

**IFES Responds:** Yes, any vendors visiting the IFES office must be fully vaccinated (including a booster shot). Such documentation as a Self-Screening Health Questionnaire and Non-Employee COVID-19 Vaccination Status Form may also be required.

**Q19. Locations: Shall the vendor assume that we are responsible for finding a filming location or will IFES provide an office space, etc.**

**IFES Responds:** The vendor will not be responsible for finding filming locations; they may use IFES office space.

**Q20. POST-PRODUCTION: Both Videos 6. Foreign Language Subtitles: Will IFES provide the translations for languages in French, Spanish, and Arabic or the vendor?**

**IFES Responds:** IFES may be able to provide translations. However, please include pricing for translations in your proposal.

**Q21. What level of graphical elements should the vendor plan for? Logo bump, lower thirds, dynamic text? Integrated graphics with 2D animation?**

**IFES Responds:** IFES does not anticipate many graphical elements in the videos. At a minimum, we will require lower thirds.

**Q22. What level of licensing will IFES require for the videos? a. Online usage only? Paid Media? Broadcast? In perpetuity?**

**IFES Responds:** These videos will not be distributed anywhere other than online, social media or in-person presentations – no licensing beyond these platforms will be needed.

**Q23. Social media was outlined as a distribution method, but no special social optimized video versions were. Does IFES envision any shorter Social Media formats being used to optimize engagement across communications along with the full length?**

**IFES Responds:** Shorter social media formats are not required, but we are open to quotations on this.

**Q24. Will IFES require any paid media licensing for third party content i.e stock footage and music?**

**IFES Responds:** We are open to paying for stock footage and music. However, these videos will not be distributed anywhere other than online, social media or in-person presentations – no licensing beyond these platforms will be needed.

**End of Questions and Answers**