



TOR No: MITDC-TOR/2022/004

Ref No: (IUL)MITDC/1/2022/15

## **Terms of Reference**

### **Photography and Videography Coverage of Maldives Yacht Rally 2023**

# 1. Background

Maldives Integrated Tourism Development Corporation (MITDC) is a 100% Maldivian Government State Owned Enterprise and has been mandated with the development of integrated tourism in local inhabited islands of the Maldives.

Maldives Yacht Rally 2023 (branded as “Savaadheeththa Dhathuru”, hereafter referred to as Rally) is a sailing event organized by the Maldives Integrated Tourism Development Corporation (hereafter referred to as MITDC) which invites Yachtsmen from across the globe to participate in a journey across the Maldives seas, making stops at local islands, exploring the heritage, experiencing famous dive sites and sandbanks etc.

The rally is scheduled to begin its journey on 1<sup>st</sup> of March, 2023 starting from the local island of Noonu Atoll Landhoo, participants will sail through the majestic Baraveli Kandu passing the whale shark point of Alif Dhaal Atoll Dhigurah before concluding the journey on 18<sup>th</sup> of March 2023 at Alif Dhaal Atoll Maamigili. The rally is designed to visit 9 local inhabited islands in between the aforementioned.

MITDC is seeking a videographer/photographer/editor to cover the rally, in which the videographer/photographer/editor will be traveling with MITDC team throughout the rally. The consultant will be engaged for up to 20 days within the period of contract.

## 2. Objective

The main objective is to raise global attention, promote and trigger local awareness on the importance of Maldivian culture, traditions, and heritage. MITDC wants to produce a documentary movie from the perspective of rural, cultural, heritage and nautical tourism as “Savaadheeththa Dhathuru” (the rally) takes place. Furthermore, videography and photography are expected throughout the event to provide live updates of the event in social media, and to use these footages to create marketing materials and videos of the event.

## 3. Duties and Responsibilities

Under the supervision of the event focal point appointed by MITDC, the consultant will be responsible for the following:

### 3.1. Videography

- Ensure highest broadcast quality of videography: minimum Full HD 1920x1080 or better.
- Ensure that all requests and instructions from MITDC team pertaining to videography, Photography and editing requirements are fulfilled.

- Ensure that all required videography, Photography and editing jobs are completed on deadline.
- Ensure that videos produced for use on social media follows the specifications required by MITDC marketing team.
- Work with the highest professional ethical standards throughout the rally.
- Ensure that correct video formats are used as requested by MITDC.
- Drone footages of the respective islands covered in the Rally itinerary including its beaches, heritage sites, tourist attractions, guesthouses, cultural footages, sailing related footages are considered as high priority in high quality video contents.
- Each event participant (Sailors and their yachts) should be given the focus for the day (separate days for each yacht) to cover how they start and spend their day in the event. These footages should be edited and provided to MITDC within the next day.
- The documentary film should be hosted and narrated by the consultant's own host.

### 3.2. Photography

- Capture high quality pictures throughout the event for event's social media handles daily updates. The pictures should be edited and provide to a focal point appointed by MITDC.
- Pictures of heritage sites, cultural activities, interviews, participants, participant's yachts, participant's day to day lifestyle should be given high priority in capturing the images.

*Note: MITDC should be provided the RAW footages of all pictures and videos taken throughout the event.*

## 4. Deliverables

- 4.1. Fully edited photography materials for social media updates.
- 4.2. Fully edited photography materials for other marketing purposes.
- 4.3. Fully edited videography materials for social media updates.
- 4.4. Fully edited videography materials for other marketing purposes.
- 4.5. Fully edited aerial photo and videography throughout the event.
- 4.6. Underwater footages and photos as needed prior to and throughout the event.
- 4.7. Daily interviews of event participants, local community, and officials of the event.
- 4.8. POV style video of minimum 5 event participants. (Yachts)
- 4.9. Highlight reel of the full event for marketing purposes.
- 4.10. Full documentary of the Rally with the consultant's host.
- 4.11. A detailed work plan should be submitted within 7 days of awarding.

***The timeline for deliverables (including deadlines) will be agreed upon with the focal point appointed by MITDC.***

## 5. Working arrangements

- 5.1. Consultant will be working in the lead vessel arranged by MITDC throughout the Yacht Rally.
- 5.2. Separate vessel to take necessary footages of the event will be provided by MITDC depending on availability.
- 5.3. Consultant team should not exceed 4 members for the duration of the Yacht Rally
- 5.4. The consultant and MITDC will sign a partnership agreement for the event.

## 6. Duration

- 6.1. Upon agreement signing until all deliverables are completed.

## 7. Monitoring and progress controls

- 7.1. The consultant will report to the focal point appointed by MITDC for the duration of the Rally.
- 7.2. The copyright of all photos and videos will be held by MITDC. Publication or dissemination of works performed by the consultant is not permitted before they are published by MITDC.

## 8. Competencies

- 8.1. Ability to film broadcast quality video and audio: at least Full HD: 1920x1080 (4K Preference).
- 8.2. Have Final Cut Pro editing skills (or other professional editing software i.e., Avid, Premiere, etc.).
- 8.3. Have knowledge of different video formats and video file conversions.
- 8.4. Ability to conversion of video files from multiple formats.
- 8.5. Ability to publish online video and file transfer skills, and publishing on social media platforms daily, before reaching the next destination island of the Rally.
- 8.6. Ability of lighting for video/Photos.
- 8.7. Team should contain a skilled photographer, videographer, and editor.

## 9. Terms and Conditions

- 9.1. Upon signing the partnership agreement, works shall commence immediately.
- 9.2. The final deliverables should fulfill highlighted features in **section 3 and 4**.
- 9.3. Daily edited video and photographic contents should be provided to the focal point appointed by MITDC by the consultant.
- 9.4. The consultant should agree upon a period of 1 (One) month from the time of event closure, to compile the referred video contents in **section 4.11**
- 9.5. The consultant should agree upon a period of 2 (two) months from the time of event closure, to compile the referred video contents in **section 4.12**
- 9.6. The contract period is from once the contract is signed till the end of the fixed-term period stated in 6.1.

## 10. Proof of Experience and other required documents

- 10.1. Proven minimum 3 years of work experience in videography and photography along with reference letters of work completion.
- 10.2. Each party may submit only one bid.
- 10.3. Bids should be submitted in two separate envelopes.

### Envelope 1

- Business Registration Certificate
- GST Registration Copy
- MIRA Tax Clearance (date note more than 30 days)
- Business Profile Sheet issued by Ministry of economic Development (Dated not more than 30 days)
- If a company, Board Resolution on participating in the bid.
- Portfolio or profile of The Firm showcasing previous works.
- Proof of ability to undertake this assignment, in the form of reference letters (of relevant work)
  - CVs of team / individuals.

### Envelope 2

- Bid Submission Letter

10.4. Bids should be submitted to MITDC, on 13<sup>th</sup> November 2022 at 10:30 hrs.

Maldives Integrated Tourism Development Corporation Ltd.  
7th Floor, M. Iris  
Orchid Magu, Male', Maldives

## 8. Queries

8.1. Any queries or requests for clarification should be sent in writing to the below mail on or before 10<sup>th</sup> November 2022.

Email: [procurement@mitdc.com.mv](mailto:procurement@mitdc.com.mv)

Subject Header: Photography & Videography Coverage of Maldives Yacht Rally 2023

8.2. Unless notified by announcements or direct written communication, no changes will be allowed in the Bid Submission details or deadline.

## 9. Evaluation Criteria

The evaluation of the service providers will be weighted both in terms of the financial and technical evaluation, where the scoring will be distributed as follows:

Criteria	Score
<b>Financial Evaluation</b>	<b>40</b>
- Clear financial proposal of proposed fee in MVR inclusive of GST	
<b>Technical Evaluation</b>	<b>60</b>
- Portfolio showcasing previous works of aerial photography/videography, editing with minimum 3 reference letters.	15
- Portfolio showcasing previous works of photography/videography, editing with minimum 5 reference letters.	30
- Details of team/individuals supported by letters of individual portfolio showcasing personal work experience. (Minimum 2 photographers, 1 videographer, 1 editor)	15

The award of the contract will be made to the consultant whose offer has been evaluated and determines as.

- Responsive/compliant/acceptable; and
- Having received the highest score out of set of weighted combine technical evaluation of desk review and interview (60%), and financial criteria (40%).

- Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received will receive the highest mark in the financial criteria.
- Quantity and Quality of the work experience will determine the scores in the technical criteria.
  
- Higher marks will be scored by bidders for project carried out for publicly listed companies, state-owned enterprises, large privately owned companies, or resort projects carried out. The scoring will be based on the reference letters provided or any confirmation of contracts awarded to the said bidders.

## 10. Intellectual Property

- 10.1. The consultant must agree explicitly that all components of the works submitted are indeed original creations of the consultant. Any intellectual property infringement, misuse, or plagiarism of another's work in any form or state will result in immediate termination of the contract.
- 10.2. MITDC will not bear any responsibility for the Consultant's illegal or inappropriate use of copyrighted material and the Consultant agrees to bear full responsibility for any consequences for such actions.
- 10.3. Photographic and Videography contents and all related materials shall remain the sole property of Maldives Integrated Tourism Development Corporation.
- 10.4. Any decision made by the MITDC Bid Evaluation Committee regarding any matter in question of the bids shall be final.

**Format of Bid Submission (to be completed by Each Bidder and included in the bid submission)**

To:  
The Maldives Integrated Tourism Development Corporation Ltd. 07<sup>th</sup> Floor, M. Iris  
Orchid Magu, Male', Maldives

Project: Photography & Videography Coverage of Maldives Yacht Rally 2023

Having examined the documents and all relevant Amendments / Addendums for the execution of the Project, we the undersigned, offer to execute and complete the works wherein in conformity with the Bid Documents for the prices quoted as follows:

#	Project	Proposed pricing (MVR)
1	Photography & Videography Coverage of Maldives Yacht Rally 2023	

We understand and agree that if our Bid is accepted that we shall be available to commence works within seven days of receipt of the Letter of Award and to execute the works in accordance with the Service Agreement until completion of the Project or until termination of the contract by the Employer.

We agree to abide by this Bid and to remain available for execution of the Service Agreement for a Bid Validity of 30 days from the date of Bid Submission and that the price submitted shall remain binding until completion of this validity period regardless of whether the Employer has issued an acceptance to another party.

We accept that once the Letter of Award is issued to us, that this Bid, together with the Letter of Acceptance and Notification of Award shall constitute a binding contract between us and the Employer until a formal Service Agreement is signed.

We understand that MITDC is not bound to accept the lowest or any Bid you may receive and that we will not hold MITDC liable for any costs incurred by us in association with the preparation, submission, and your final decision regarding this Bid.

Date this ..... day of .....2023

Signed by .....

In the capacity of.....having the authority to sign and submit bids

for and on behalf of .....

Name and Address of Signatory ...