

TERMS OF REFERENCE

Photography and Videography Coverage of the Maldives Yacht Rally 2025

1. Introduction

The Maldives Integrated Tourism Development Corporation (MITDC) is a 100% Maldivian Government State-Owned Enterprise, mandated to develop integrated tourism in the local islands of the Maldives. To promote the rich cultural heritage, local tourism and nautical tourism of the Maldives, MITDC organizes various events, with the Maldives Yacht Rally being one of the most prestigious. MITDC is seeking a qualified videographer/photographer/editor to provide comprehensive media coverage for the 4th edition of this rally. The selected consultant will travel with the MITDC team throughout the event, ensuring high-quality event coverage for promotional materials.

2. Event Background

The Maldives Yacht Rally is a sailing event organized by MITDC yearly from 2022 that invites yachtsmen from across the globe to participate in a journey across the Maldives seas. The rally offers participants the opportunity to explore the Maldives' heritage, famous dive sites, and pristine sandbanks, while stopping at various local islands.

The 4th edition of the Maldives Yacht Rally, 2025 will commence its journey from the picturesque locale of HA. Uligan, covering nine islands including HA. Kelaa, HA. Matheerah, HA. Utheemu, HDh. Makunudhoo, SH. Komandoo, R. Maakurathu, B. Maalhos and K.Kaashidhoo within HA. Atoll and Kaafu Atoll. This event will not only showcase the Maldives' natural beauty but also promote tourism in local islands, highlighting the cultural richness and heritage of the region.

3. Objectives of the Coverage

The primary objectives of the photography and videography coverage are:

- 3.1 To document the entire event, capturing the essence and spirit of the Maldives Yacht Rally.
- 3.2 To create high-quality promotional materials that highlight the scenic beauty and cultural richness of the islands.
- 3.3 To provide engaging content for daily social media updates and ongoing marketing campaigns.
- 3.4 To produce comprehensive event coverage that can be used in future promotional efforts by MITDC.

4. Scope of Work

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

- 4.1 Traveling with the MITDC team and participants throughout the rally to ensure comprehensive coverage.
- 4.2 Capturing high-quality photographs and videos of all events, activities, and locations, including heritage sites, cultural activities, interviews with participants, daily lifestyles, yachts, underwater scenes, and drone shots.
- 4.3 Providing daily edited video and photo content for social media updates to maintain audience engagement throughout the event.
- 4.4 Creating a comprehensive music video song for the event.
- 4.5 Producing marketing campaign videos and other promotional photos and videos prior to and during the event.
- 4.6 Videos and Photos should be provided for the following dimensions:
 - For Broadcasting:
 - 1920 x 1080 pixels (HD Wide Video)
 - For Social Media:
 - 1080 x 1920 pixels (HD Vertical Video)

5. Deliverables

	Deliverable	Quantity
5.1	Main marketing campaign videography	15sec ad series of 5 Prior to launching event
5.2	Short marketing videos	20 Interviews
5.3	Main Video for Each Island for daily update	1 per island Wide and portrait 30sec
5.4	Video highlight of each yacht with participant feedback	1 per yacht Portrait 30sec
5.5	Short Feedback video from locals and councils	2 videos each island
5.6	Main music video	1 video song Wide and portrait
5.7	Underwater Footages and Natural features Short Reels	15 clips Portrait
5.8	Drone videos and photos of Rally	3 Social media reels Multiple photos
5.9	Full event highlight video	1 main highlight Wide and portrait - 30sec
5.10	Launching, Opening Ceremony & Gala night coverage (Short Video Clips & Photos)	A highlight video 30sec Multiple photos
5.11	Island Photography including Activities & heritage sites	Each island Multiple photos & videos
5.12	Photography of all yachts	Multiple photos
5.13	Short documentary video of the event as a narration	1 Wide 15 min

6. Working Arrangements

- 6.1 Consultant will be working in the lead vessel arranged by MITDC throughout the Yacht Rally.
- 6.2 Separate vessels to take necessary footages of the event will be provided by MITDC depend on availability.
- 6.3 The number of team members participating in the Yacht Rally must be finalized through mutual agreement between the consultant and MITDC.
- 6.4 The consultant and MITDC will sign a partnership agreement for the event.

7. Duration

- 7.1 All deliverables must be submitted within two months following the event commencing upon the signing of the agreement.

8. Monitoring and progress controls

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

9. Competencies

- 9.1 Ability to film broadcast quality video and audio according to the dimensions provided.
- 9.2 Have Final Cut Pro editing skills (or other professional editing software i.e., Avid, Premiere, etc.).
- 9.3 Have knowledge of different video formats and video file conversions.
- 9.4 Ability to convert video files from multiple formats.
- 9.5 Ability to transfer files before reaching the next destination island of the Rally.
- 9.6 Ability of lighting for video/Photos.
- 9.7 Team should contain a skilled photographer, videographer, and editor.

10. Terms and Conditions

- 10.1 Upon signing the partnership agreement, work shall commence immediately.
- 10.2 The final deliverables should fulfill the requirements in **section 4 and 5**.
- 10.3 Daily edited video and photographic contents should be provided to the focal point appointed by MITDC by the consultant.
- 10.4 The consultant should agree upon a period of 2 (two) months from the time of event closure, to compile the referred video contents
- 10.5 The contract period is from once the contract is signed till the end of the fixed-term period stated in 7.1.

11. Submission format

- 11.1 Proven minimum 3 years of work experience in videography and photography along with reference letters of work completion.
- 11.2 Each party may submit only one bid/proposal.
- 11.3 Bids/proposals should be submitted in two separate envelopes.

Envelope 1

- Business Registration Certificate
- GST Registration Copy
- MIRA Tax Clearance (date not more than 30 days)
- 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

- Submission Letter (provided format in the last page)

- 11.4 Pre-bid meeting will be held on **15 August 2024 at 10 AM**
- 11.5 **Pre-bid participants** may submit their Bids/proposals to MITDC, submission and opening on **20 August 2024 at 10 AM**

Maldives Integrated Tourism Development Corporation Ltd. (MITDC),
7th Floor, M. Iris (Building in front of Justice Building),
Fareedhee Goalhi, Male', Maldives

12. Queries

- 12.1 Any queries or requests for clarification should be sent in writing to the below mail on or before **2 PM of 19 August 2024**
- 12.2 Email: info@mitdc.com.mv
- 12.3 Subject Header: [Query] P & V Coverage of Maldives Yacht Rally 2025
- 12.4 Unless notified by announcements or direct written communication, no changes will be allowed in the Bid Submission details or deadline.

13. 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
Financial Evaluation	40
- Clear financial proposal of proposed fee in MVR inclusive of GST	
Technical Evaluation	60
- Portfolio showcasing previous works of aerial photography/videography, editing with minimum 3 reference letters or contracts.	15
- Portfolio showcasing previous works of photography/videography, editing with minimum 5 reference letters or contracts.	15
- Details of team/individuals supported by letters of individual portfolio showcasing personal work experience (Minimum 2 photographers, 1 videographer, 1 editor).	15
- Experience in photography / videography of events related to cruising.	15

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

- Responsive/compliant/acceptable; and
- Having received the highest score out of set of weighted combine technical evaluation of technical (60%), and financial criteria (40%).
- The financial score shall be computed across quotes received and the lowest priced bid/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.
- The score will be based on the reference letters provided or any confirmation of contracts awarded to the said bidders/proponents.

14. Intellectual Property

- 14.1 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.
- 14.2 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.
- 14.3 Photographic and Videography contents and all related materials shall remain the sole property of Maldives Integrated Tourism Development Corporation.
- 14.4 Any decision made by the MITDC Bid Evaluation Committee regarding any matter in question of the bids/proposals 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. 07th Floor, M. Iris
Orchid Magu, Male', Maldives

Project: Photography & Videography Coverage of Maldives Yacht Rally 2025

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 2025	

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, 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 of2024

Signed by

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

for and on behalf of

Name and Address of Signatory