



MINISTRY OF TOURISM AND CIVIL AVIATION
MALE', REPUBLIC OF MALDIVES

Terms of Reference (TOR)

Music Video Production of the Official Visit Maldives Year 2027 (VMY27) Theme Song

1. General Information

1.1 Background

The Ministry of Tourism and Civil Aviation (MoTCA), in collaboration with the Visit Maldives Corporation (VMC), is preparing for Visit Maldives Year 2027 (VMY27), a landmark national tourism campaign aimed at strengthening the Maldives' position as a leading global tourism destination and celebrating the country's tourism legacy, people, culture, heritage and hospitality.

VMY27 provides an opportunity to present a refreshed and emotionally engaging representation of the Maldives, building on the country's internationally recognised tourism identity while showcasing the experiences, stories and people that make the destination distinctive.

As part of the VMY27 branding and promotional activities, an official VMY27 Theme Song has been composed and mastered is intended to create a recognisable and emotionally resonant musical identity for VMY27.

To bring the theme song to life as a high-quality visual and promotional production, MoTCA, in collaboration with VMC, intends to engage a suitably qualified and experienced production company/studio to undertake the production of the official VMY27 Theme Song, including conceptualisation, pre-production, filming, post-production and delivery of the final audiovisual outputs.

1.2 Purpose

The purpose of this assignment is to produce a high-quality, creative and internationally competitive music video for the official VMY27 Theme Song, reflecting the Maldives' unique tourism identity, culture, people, natural beauty and spirit of hospitality.

2. Scope of Work

2.1 Description

2.1.1 Concept Development and Creative Direction:

- Develop a strong, creative concept and storyline/narrative and overall visual direction that captures the spirit of VMY27.
- Ensure the concept aligns with the VMY27 brand identity, tourism positioning, and campaign objectives.
- Incorporate authentic Maldivian elements, including people, culture, heritage, hospitality, lifestyle, nature and tourism experiences.
- Present the proposed concept, storyboard, and/or treatment to MoTCA/VMC for review and approval prior to production.

2.1.2 Pre-Production:

- Develop a detailed production plan and schedule.
- Develop casting requirements and coordinate performers, artists, extras and other talent where required.
- Arrange all required production crew, equipment, props, wardrobe, styling and other resources.
- Develop the shooting schedule and logistical plan.

2.1.3 Production / Filming:

- Undertake professional filming in locations relevant to the approved creative concept.
- Capture high-quality footage showcasing the Maldives as a vibrant, welcoming and distinctive destination.
- Ensure professional cinematography, lighting, sound recording where required, direction and production management.
- Coordinate all artists, performers, production crew and other personnel required for filming.
- Ensure that filming is conducted in accordance with the approved creative treatment and production schedule.

2.1.4 Post-Production:

- Undertake professional video editing and assembly.

- Undertake colour grading, visual effects, motion graphics and animation where required.
- Synchronise the visuals with the official mastered theme song.
- Incorporate approved VMY27 branding, titles, logos and other campaign elements.
- Undertake necessary audio-visual finishing and quality control.
- Provide opportunities for reasonable revisions based on feedback from MoTCA/VMC.

2.1.5 Adaptation and Promotional Content:

The contractor shall also develop appropriate shorter versions and/or extracts of the production for use across digital and social media platforms, including:

- Short-form promotional cuts/reels.
- Vertical and/or platform-optimised versions where required.
- Teasers or promotional snippets.
- Other reasonable derivatives identified and agreed during production.

2.2 Deliverables

The selected party shall provide:

2.2.1 Detailed storyboard for the VMY27 theme song music video for review and approval. The story board shall translate the lyrics, message and emotional character of the theme song into a compelling visual narrative and shall include but not limited to the following themes and elements. The vendors are free to add any other themes relevant to the lyrics of the song or of Maldives.

- Beginning of tourism in the Maldives
- Island community life
- Local culture, heritage, food, and activities
- Smiles and Maldivian hospitality
- Underwater footages (Maldives)
- Bioluminescence planktons (Redhan)

- Surfing (water sports)
- Wetlands
- Local entertainment (boduberu, bandiya etc)

2.2.2 The final music video shall include English subtitles corresponding to the lyrics of the official VMY27 theme song. The subtitles shall be appropriately timed, clearly legible and integrated into the video in a manner consistent with the overall creative and visual treatment.

2.2.3 All of the footage used in the final production shall either be newly captured for the VMY27 theme song music video by the selected party; or must be a footage that is legally owned or licensed by the contractor, with the contractor having full authority to grant the required usage rights to the MoTCA.

2.2.4 The selected contractor shall undertake complete production, editing and post-production of the music video in accordance with the approved concept and agreed work schedule.

2.2.5 Contractor shall collaborate closely with the MoTCA throughout the production process and shall facilitate review and approval for the concept development, rough cut, and final cut of the videos.

2.2.6 Contractor shall provide professional video production and shall use professional editing and color grading applications.

2.2.7 Minimum video quality must have a minimum resolution of 4K Ultra High Resolution (3840 x 2160 pixels).

2.3 Duration and Timeline

The assignment and all production work shall be completed within Forty-Five (45) days from the commencement of the agreement, unless otherwise agreed by the ministry.

3. Instructions to Tenders

3.1 Logistics and Travel

The contractor identified for this assignment shall bear all costs associated with the logistics and travel required for the production of the VMY27 Theme Song. All such costs shall be incorporated into the contractor's financial proposal. MoTCA/VMC shall not be responsible for additional logistics or travel costs not included in the approved contract price.

3.2 Intellectual Property Rights

The Ministry of Tourism and Civil Aviation shall retain full ownership of the final video, and all original footage and production materials specifically created or captured by the contractor for the VMY27 theme song music video.

Upon completion and acceptance of the assignment, all intellectual property rights relating to the musical composition, arrangement, recordings, instrumentals, vocal performances, master recordings, and all associated production materials developed under this contract shall vest exclusively in the Ministry of Tourism and Civil Aviation, and shall have the unrestricted right to reproduce, edit, publish, broadcast, distribute, adapt, and use the final production and all associated materials across all media platforms worldwide without limitation.

The selected party shall not use, reproduce, distribute, or commercially exploit any part of the production without prior written approval from the Ministry.

3.3 Reporting and Coordination

The selected contractor shall designate a project focal point who will coordinate directly with representatives of MoTCA and VMC throughout the assignment.

The studio shall provide regular progress updates, facilitate review sessions at key production milestones, and ensure that all work is completed in accordance with the Ministry's branding, quality, and technical requirements.

3.4 Mode of Submission

The selected Tenderer shall submit and hand over to the Ministry of Tourism all production materials generated, collected, captured, created or used specifically for the production of the VMY27 Official Theme Song Music Video.

The materials to be handed over shall include, but shall not be limited to:

- Final video files and all approved versions
- Raw and unedited video footage
- Original/source files and project files
- High-resolution photographs and other visual materials captured during production
- Audio and other relevant production files
- Film negatives, where applicable

- Graphics, animations, visual effects and other production assets created specifically for VMY27
- Any other physical or digital materials associated with the production.

All applicable production materials shall be handed over to the Ministry on a physical storage drive, in addition to any other format specified by the Ministry. The Tenderer shall ensure that all files are properly organised, labelled and accessible upon submission.

All production materials created or collected specifically for VMY27 shall be treated as confidential and exclusive to the VMY27 campaign. The Tenderer shall not reproduce, publish, distribute, sell, licence, transfer, reuse, modify, repurpose or otherwise use any such materials, in whole or in part, for any other project, client, commercial purpose, promotional activity or portfolio without the prior written approval of the MoTCA.

The Tenderer shall not retain or make unauthorised copies of the production materials following their handover to the Ministry. Any retention of copies required for technical, archival or legal purposes shall be subject to the prior written approval of the Ministry

4. Evaluation criteria

Price	Lowest submitted price/ Bidder's proposed price ×10 (The lower the price, the more points.)	10
Profile/Portfolio	Profile/Portfolio shall include a brief description of the background of the bidder. This component is intended to assess the bidder's professional capacity, expertise, and experience in film making, directing, choreography, audio-visual productions and other development assignments of similar scale and nature. Relevant profile documents and portfolio showcasing previous works may be included in support of the submission.	10

Technical Experience	Points will be awarded based on completion documents submitted for similar assignments including but not limited to filmmaking, directing, audio-visual production, performance productions involving multiple performers, artists, locations & complex choreography and other similar assignments. Work-related documents shall include the details of the work, the cost of the work, the level of completion and the date of award and completion. 2 points will be awarded for each submission. The maximum marks for this section are 10 marks. Additional 5 Marks will be awarded up to 10 marks for the experience in productions involving Maldivian culture, heritage, history, national identity, communities, traditions or other elements of Maldivian life.	20
Quality of Works	Submit Minimum three (03) completed video files (drive link / Pendrive / CD. etc). Marks will be awarded based on the quality of the video files (5 Marks), Creativity (10 Marks) and Relevance to the work (5 marks)	20
Team Members	Team Leader: Director/Creative Lead Diploma/Degree in Film, Media, Visual Arts, Communications, Performing Arts, or a related field OR Minimum 10 years relevant experience in directing/producing music videos, films, commercials, documentaries, or similar audio-visual productions.	20
	Team Member: Director of Photography / Videographer Diploma/Degree in Film, Cinematography, Photography, Media Production, or related field OR Minimum 5 years relevant experience in cinematography/videography. Experience in professional camera operation, lighting, framing and visual storytelling.	10

	Team Member: Video Editor / Post-Production Specialist Diploma/Degree in Film, Media, Multimedia, Graphic Design, Animation, or related field OR Minimum 5 years relevant experience in video editing and post-production. Proficiency in professional editing software, experience with colour grading, sound synchronization, visual effects and final delivery.	10
TOTAL		100

NOTE:

- Along with the CV, reference letters and/or educational certificates of the team members must be submitted to get marks (if not submitted, these can be obtained during the evaluation).
- Bidders who fail to submit any qualified experience as per criteria given above shall be subject to disqualification, and the Ministry reserves the right to exclude such bids from further review.
- The official theme song will be provided only to the successful bidder following selection.