



# **TERMS OF REFERENCE**

## **“Maldives Broadcast Award 2022”**

### **Coverage for Public Relations**

**Providing Online and Social Media Promotional Activities and Events**

#### **CONTACT**

**Maldives Broadcasting Commission**

Majeedhee Magu,  
Male’

**Rep of Maldives**

Tel: 960 3334333

Fax: 960 3334334

Emails: [info@broadcom.org.mv](mailto:info@broadcom.org.mv)

[ahmed.arshad@broadcom.org.mv](mailto:ahmed.arshad@broadcom.org.mv)

[int.relations@broadcom.org.mv](mailto:int.relations@broadcom.org.mv)

Website: [www.broadcom.org.mv](http://www.broadcom.org.mv)

# SECTION 1

## 1.1 INTRODUCTION

Maldives Broadcasting Commission (Broadcom) requests proposals from qualified online media outlets to provide services of Coverage for Public Relations - Providing Online and Social Media Promotional Activities and Events of “Maldives Broadcast Awards 2022”. The “Maldives Broadcast Award 2022” event will be the first of its kind in the Maldives.

The selected media outlet will be asked to work in close collaboration with and in support of Broadcom Team in media promotion of the events.

## 1.2 FUNCTIONS DETAILS

### 1.2.1 Signing Ceremony with Partners.

- **Date:** 20<sup>th</sup> June 2022

### 1.2.2 Event Promotion Roadshow

- **Date:** 13<sup>th</sup> August 2022

### 1.2.3 Award Function (**Online live coverage**)

- **Date:** 22<sup>nd</sup> August 2022

### 1.2.4 Other Coverage

- **Award promotional news articles.**

### 1.2.5 Announcement of Judging Panel

- **Date:** 31<sup>st</sup> May 2022

## 1.3 SCOPE

We seek an online media outlet with a proven record of accomplishment for creative excellence to plan, organize, manage, and do coverage of “Maldives Broadcast Award 2022” function, with the following scope of services:

<u>Deliverables</u>
1. Signing Ceremony with Partners. <ul style="list-style-type: none"><li>- News reports</li><li>- Photos</li><li>- Online &amp; social media live coverage</li></ul>
2. Event Promotion Roadshow <ul style="list-style-type: none"><li>- News reports</li><li>- Photos</li><li>- Online &amp; social media live coverage</li></ul>
3. Award Function <ul style="list-style-type: none"><li>- News reports</li><li>- Photos</li><li>- Online &amp; Social media live coverage</li></ul>
4. Announcement of Judging Panel <ul style="list-style-type: none"><li>- News reports</li></ul>
5. Other Coverage <ul style="list-style-type: none"><li>- Award promotional news articles</li></ul>

In order to achieve the objectives of this plan, the hired party will:

1. Work with the Marketing and PR team of Broadcom in implementing the coverage of the events, as a team.

## 1.4 BID DOCUMENT DELIVERABLES

The following are the documents that need to be submitted for the tender.

**The tender evaluation will only be carried out if the proper supporting documents have been submitted, for any component in which supporting documents have been requested.**

- 1.4.1 Media outlet profile
- 1.4.2 **A cover Letter** of interest
- 1.4.3 **Quotation** which outlines the costing to carry out the specific activities of the scope of this bid, with the total amount for all the events.

#### 1.4.4 Details of media outlet’s experience in media coverage;

- **Media Coverage Experience:**

- Provide details of media coverage executed by the media outlet:
- Bidders need to submit photos of the events mentioned above (in soft or hard copy format)
- Supporting documents for all media coverage mentioned above by the Bidder shall be submitted. This includes client reference letters, certificates, or any other document that would serve as a proof of the work conducted (with the required signatures and stamps).

#### 1.4.1. Details of proposed project team.

Provide resumes of key personnel assigned to the project. Special attention shall be focused on providing details of personnel who will perform the main roles in managing the works mentioned in the scope of every event.

### 1.5 EVALUATION CRITERIA

Selection of the successful proposal will be made by Broadcom based on the following criteria:

<b>CRITERIA</b>	<b>MAXIMUM POINTS</b>
Cost effectiveness	60
Past experience and expertise in managing media coverage	40
<b>TOTAL</b>	<b>100</b>

## **1.6 PREPARATION, SEALING AND SUBMISSION OF THE PROPOAL**

- 1.6.1 All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in either Dhivehi or English.
- 1.6.2 The Proposal shall be typed/ written and signed/ initialed in indelible ink.
- 1.6.3 The Bidder shall submit a single set of the Proposal in a single sealed envelope and mark the envelope with the Bidder's full name and address, and titled:

**“Maldives Broadcast Award 2022”  
Coverage for Public Relations  
Providing Online and Social Media Promotional Activities and Events**  
Maldives Broadcasting Commission  
G. Billoorijehige, 3<sup>rd</sup> Floor,  
Majeedhee Magu, Male',  
Republic of Maldives

- 1.6.4 **Submission deadline:** All responses to this TOR must be submitted on **18<sup>th</sup> May 2022, 13:00hrs.**

## **1.7 GENERAL**

### **1.7.1 Clarifications**

All questions regarding this TOR can be communicated to Broadcom on or before 17<sup>th</sup> May 2022 at 1400 hours.

For clarification purposes, Broadcom's address is: E-mail address: [info@broadcom.org.mv](mailto:info@broadcom.org.mv)

To assist in the examination, evaluation, and comparison of Bids, and qualification of the Bidders, Broadcom may, at its discretion, ask any Bidder for a clarification of its bid. Any clarification submitted by a Bidder that is not in response to a request by Broadcom shall not be considered. Broadcom's request for clarification and the response shall be in writing. No change in the substance of the proposals shall be sought, offered, or permitted, during this clarification.

### **1.7.2 Notifications**

Media outlets will be notified of the outcome of the selection process at its conclusion. Following the proposal submission, media outlets may be contacted for additional information or clarification of proposals.

### **1.7.3 Cost of Proposals**

Any costs or expenses relating to the negotiation, preparation, or implementation of proposals, presentations or any other document in relation to this TOR are the Bidder's sole responsibility.

### **1.7.4 Contract period**

Successful party will enter into a Contract with Broadcom. This is a one-time contract that would provide online media coverage services for the duration of the events as per the stated scopes.

### **1.7.5 Payment Plan and delay charges**

- Payment to Contractor will be made following the conclusion of all the events.
- Delay charges of 1% of total price per day delayed is applicable on the payment.

9<sup>th</sup> May 2022