



## **TERMS OF REFERENCE**

Corporate profile video of MFMC

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Issued by:

Maldives Fund Management Corporation Ltd.

# **Terms of Reference**

## **For the Corporate profile video of MFMC**

### **1. Introduction**

Maldives Fund Management Corporation Limited (MFMC) is a 100% state-owned company established by presidential decree in the Republic of Maldives. The Maldives Fund Management Corporation (MFMC) is mandated with the responsibilities of fulfilling national goals of development through increasing private sector investment with the aid of the government, increasing the wealth of the country, and increasing strategic investments.

MFMC plans to launch multiple investment funds in key areas such as tourism, renewable energy, and infrastructure development. With tourism being the major contributor to Maldives GDP, the primary focus now is the Maldives Tourism Development Fund (MTDF), whereby the fund will make direct capital investments in tourism enterprises. Luxury hotels, city hotels, guesthouses, cruise ships, and other business, hotel and real estate assets in the Maldives, including development projects, distressed assets, and operating assets.

### **2. Purpose**

MFMC is seeking prospective videographers/video editors to supply video production services for MFMC. The selected materials will be used for MFMC communication and visibility purposes.

### **3. Objectives**

The awarded party shall provide MFMC with a corporate profile video of MFMC, showcasing Maldives and its natural resources. The script for the profile video will be provided by MFMC and the videographer is expected to put together video clips that are relevant to the script as well as the theme of the video.

#### 4. Scope of work

- 4.1. A video spanning 3 - 5 minutes must be produced which would include and not be limited to company overview, detailed overview of the funds and description of the projects managed by the company.
- 4.2. The video must meet industry standards for videography, editing, audio balancing and sub-titling.
- 4.3. All the videos should be created with 1080p high definition with a screen ratio of 16:9. The resolution should be 1920 pixels wide.
- 4.4. The script to be used in the video will be provided by MFMC.
- 4.5. The video must have titles to separate the company overview and the funds; so that it can be cropped and used later as individual videos.
- 4.6. The three main fund of company Renewable energy, and Infrastructure development, should be no longer than 1 minute each.
- 4.7. Edit the footage in line with the voice over provided by MFMC. The video must also carry a consistent theme throughout the video with appropriate color grading and pace.
- 4.8. The awarded party explicitly must have the copyrights to all the components used in the video.
- 4.9. The contract will be immediately terminated if there has been any violation of intellectual property rights, misuse of another person's work, or plagiarism. The contract will be immediately terminated if there has been any violation of intellectual property rights, misuse of another person's work, or plagiarism.
- 4.10. Any background music included must be relevant to the theme and script of the video.
- 4.11. Must collaboratively work with MFMC in finalizing the video.

## 5. Timeline

| # | Activity            | Deliverable   | Timeline<br>(Total 34 Days) |
|---|---------------------|---|-----------------------------|
| 1 | Concept development | Creation of the general concept of the video.               | 05 Days                     |
| 2 | First draft         | Production of a video spanning 3 to 5 minutes.              | 12 Days                     |
| 3 | Second Draft        | Production of a video spanning 3 to 5 minutes.              | 10 Days                     |
| 4 | Final video         | Delivery of the final video along with editable video file. | 07 Days                     |

## 6. Deliverables

- 6.1 Creation of the general concept of the video.
- 6.2 Production of a video spanning 3 to 5 minutes.
- 6.3 Post-production (assembly, sound, processing, color grading etc.)
- 6.4 Delivery of the final video along with editable video file.

## 7. Requirements and Experience:

The personnel must meet the following qualifications and experience

1. Previous experience in videography/video editing.
2. Production and editing at least 5 related videos.

## 8. Evaluation:

### Criteria, sub-criteria, and point system for the evaluation of the Full Proposals:

|          | Minimum Requirement  | Points    |
|----------|--|-----------|
| <b>A</b> | <b>Experience</b>  | <b>50</b> |
|          | 1. At least one member of the team must have a minimum qualification of diploma in any relevant field. | 20        |
|          | 2. Experience in the production of at least 10 videos with past 5 years.                               | 20        |
|          | 3. Quality of completed related projects   | 10        |
| <b>B</b> | <b>Financial</b>   |           |
|          | 1. Proposed price  | <b>50</b> |

## 9. Application Process

All interested and qualified candidates should submit their applications which should include the following:

- a. Letter of Expression of Interest
- b. Quotation (detailed major cost categories)
- c. A copy of the National ID card /Business Registration Certificate
- d. Resumes of Team members
- e. Portfolio of the firm, including soft files of minimum 3 past works completed.