



Te Māngai Pāho

REQUEST FOR PROPOSALS

Industry Support – Waiata Reo Māori Platform Features

Round:

1 of 1/2022-23

RFP Date:

Monday 1 August 2022

Closing Date:

Friday 26 August 2022

All queries:

Nadia Marsh

Mātanga Puoro

nadia@tmp.govt.nz

Ko te reo te take!

Hei Whakataki

Introduction

Te Māngai Pāho is committed to supporting the Māori media and music sectors and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation.

Te Pūtake

Purpose

This contestable funding opportunity will support media and broadcast organisations to resource the making of Waiata Reo Māori Feature content for their platform.

This funding is aligned to Te Māngai Pāho's 'Audience' performance expectations.

Te Kaupapa Matua

Request for Proposals

This RFP invites **Media Platforms** with a proven brand audience (listeners, viewers, followers) of more than 100,000 to apply for funding to support the making of regular content that regularly promotes waiata reo Māori through a targeted Feature. Te reo Māori (bilingual or fluent, written or verbal) should be used in the Feature to frame the content.

A Mātanga Reo/Pou Tiaki Reo will be an integral part of your project and proposal as they will ensure the scripted reo demonstrates acceptable grammar and is appropriately styled for your audience.

Proposals should be for Features between 1 October 2022 and 30 June 2023.

Te Māngai Pāho is prepared to allocate up to \$50,000 (plus GST if applicable) per Feature. A total pool of \$200,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Applications must be made through a legal entity. Individuals are not eligible to apply.

Te Whakatakotoranga o Te Tono

Application

| APPLICANT DETAILS | |
|------------------------------------|--|
| Company name | |
| Company contact | |
| Platform brand name(s) and type(s) | <i>Brand name and type of platform E.g. XYZ Radio XYZ TV + On Demand XYZ Radio + podcast on major podcast platforms XYZ TV + YouTube Channel</i> |
| Platform audience(s) | <i>Current listener/viewer/follower numbers on each platform type. Please attach evidence. E.g., analytics, survey results</i> |
| KEY PERSONNEL | |
| Content producer | |
| Mātanga reo | <i>Someone adequately qualified and experienced to oversee correct use and pronunciation of reo content in a style that is relatable to your audience.</i> |
| Content host(s) | |
| Video director | |
| Audio engineer | |
| Script writer | |
| Other(s) | <i>Name and role</i> |
| PROPOSAL | |
| Creative | |
| Segment/content name | |
| Target audience | <i>Describe the age and reo capability of the audience you are targeting with this content.</i> |
| Content deliverables | <i>What will the deliverables be? Audio, video, text? Duration, quantity, frequency, season?</i> |
| Outline | <i>Outline of the Feature</i> |
| Demo, storyboard, sample clip | <i>Audio, video, text, pictures to give the assessors an idea of the creative.</i> |
| Timeline | <i>Production and delivery dates</i> |
| Budget | |
| Detailed budget | <i>Line by line expenditure</i> |
| Additional Information | |
| Attachments(s) | <i>Add any other information you think will be helpful to your application.</i> |

Wātaka

Timeline

1 Aug 2022

RFP Published

1 Aug 2022

Applications Open

26 Aug 2022

Applications Close

16 Sep 2022

Decisions

Te Tono ā-Ipurangi

Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to submit an application. Only applications submitted through this portal will be considered. You can register at any time and we encourage producers to register well in advance of the funding deadline, 5:00pm **Friday 26 August 2022**. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your funding Application.

Ngā tikanga me ngā herenga

Reserved Rights and Terms and Conditions

- You must bear all of your own costs in preparing and submitting your proposal
- You represent and warrant that all information provided to us is complete and accurate
- We may rely upon all statements made in your proposal
- We may amend, suspend, cancel and/or re-issue the RFP at any time
- We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- We may accept late proposals and may waive any irregularities or informalities in the RFP process
- We may seek clarification of any proposal and meet with any submitter(s)
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal