



Te Māngai Pāho

REQUEST FOR PROPOSALS

Industry Support – Media Platform Waiata Reo Māori Features

Round:

1 of 1/2021-22

RFP Date:

Thursday 6 May 2021

Closing Date:

Friday 28 May 2021

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 promotes waiata reo Māori. Te Reo Māori scripting (bilingual or fluent, written or verbal) should be used to frame the content.

A Mātanga Reo will be an integral part of your project and proposal as they will ensure the scripted reo demonstrates correct grammar, Māori perspective and is appropriately styled for your audience.

Proposals should be for content released between 1 July 2021 and 30 June 2022.

Te Māngai Pāho is prepared to allocate up to \$50,000 (plus GST if applicable) to a single platform for 12 months of content. 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 in this funding round.

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 the audience will access content on. E.g. XYZ TV – linear (full length show) XYZ OnDemand – website (full length show) XYZ Facebook and Instagram – socials (promo)</i>
Platform audience(s)	<i>Proven listener/viewer/follower numbers on each platform type. Please attach evidence. E.g., analytics, survey results</i>
KEY PERSONNEL	
Content producer(s)	
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>
Music director	
Video director	
Audio engineer	
Script writer	
Content host(s)	
Other(s)	<i>Name and role</i>
PROPOSAL	
Creative	
Segment/content name	
Content deliverables	<i>What will the deliverables be? Audio, video, text? Duration, quantity, frequency, season?</i>
Intended impact	<i>Discuss how the content will fit into the Media Platform’s big picture thinking; what the thinking is behind content framing and placement; and how you expect the content to land with your audience.</i>
Demo/storyboard, references	<i>Audio, video, text, pictures to give the assessors an idea of the creative.</i>

Production	
Studio and production	<i>Name of recording studio and engineer(s)</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

6 May 2021

RFP Published

10 May 2021

Applications Open

28 May 2021

Applications Close

18 June 2021

Decisions*

*The contracting process will begin 1 July 2021.

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 28 May 2021**. 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