

REQUEST FOR PROPOSALS: Te Wiki o Te Reo - Waiata Māori Video Challenge Promotions

Introduction

Te Māngai Pāho (TMP) is looking to produce a series of short videos to encourage participation in planned activities to celebrate Te Wiki o Te Reo Māori 2019.

TMP is now calling for short pitch documents via this RFP.

A. Purpose

This funding opportunity will contribute to TMP's Te Wiki o Te Reo Māori initiatives based around improving the outcomes of Maihi Karauna, the Crown's strategy for Māori language revitalisation, including ensuring that New Zealanders value te reo Māori as a crucial part of national identity.

B. Request for Proposals

Last year, in Māori Language Week 2018, Te Māngai Pāho launched a social media campaign called #1miriona aiming to engage with more than a million people interested in te reo Māori. The campaign exceeded expectations with more than 2.3 million interactions.

This year the #1miriona campaign includes a refresh of the Pepeha App, a Waiata Māori Video Challenge, at least eight supporting videos for the Waiata Māori Video Challenge, and a social media campaign.

This RFP seeks high quality, receptive-language videos targeting a broad audience in an engaging and inclusive way that will encourage participation in our Waiata Māori Video Challenge. The Waiata Māori Video Challenge will be asking participants to either make a video for an original waiata in te reo Māori, or record a cover version of an existing waiata Māori or video a lip-synch version of a Waiata Māori song. Prizes will be awarded for the videos judged best in each category.

TMP is therefore looking to make available a total pool of up to \$100,000 (plus GST) for the creation of at least eight promotional videos for this competition.

A **two-stage assessment process** will be conducted.

Production companies may submit up to a maximum number of two concepts in order to manage demands on the fund. We want your **best** ideas.

C. Pitch Format

The stage one application should be a **maximum of two pages** and contain the following:

1. An outline that crisply describes the idea and how it will engage its target audience for both the idea and engaging people to enter the Waiata Māori Reo Challenge.
2. Proposed content output deliverables and quantities.
3. Brief bios/CVs, links to examples of previous work of key personnel where relevant
4. A short description of the quality management processes planned to ensure high-quality Māori language and cultural content
5. An indicative budget.

Shortlisted projects will be invited to submit a full proposal.

D. Timeline

July 24, 2019	RFP Published
July 29	Deadline for 1 – 2 page(s) pitch submitted via the online application system
August 1	Shortlist confirmed with a shortlisted project being invited to submit a full proposal. Unsuccessful projects also notified.
August 5	Deadline for full proposals submitted via the online application system
August 9	Letters distributed advising of confirmation or decline

Please note the Terms and Conditions below.

E. Applying Online

You must be registered with [Te Pūahatanga](#), TMP's online application system, to submit your pitch and then proposal.

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 Monday 29 July 2019.

Please have your pitch document ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so **please do not leave application completion 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.

F. Reserved Rights and Terms and Conditions

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