



Embassy of the United States of America

Islamabad, Pakistan
Date: Oct 12, 2021
Pages: 1 to 4

To: **Offeror**

Request No: **19PK3322Q1000**

From: Contracting Officer
General Services Office
US Embassy,
Diplomatic Enclave, Ramna 5,
Islamabad.

E-mail: RanaMA@state.gov; LatifM@state.gov;
Phone: 92-51-201-5159

Subject: Request for Quotation – Production of 10 videos, each of 30 Seconds

The U.S Embassy, Islamabad announces the opportunity for interested Vendors to participate in the bidding for “Production of 10 videos, each of 30 Seconds”. It will be a Firm-Fixed Price Purchase Order and bids from all potential offerors will be accepted based on the assurance of complete services, delivery time and competitive pricing. You are encouraged to submit your bids before the deadline, i.e. **Wednesday, October 27, 2021**. The vendors dealing in the similar trade are requested to participate in this Solicitation.

1. Items Description

Sr. #	Detail of Services	Unit
1	<i>Sana Mir (Cricket player, Lahore based but visits Islamabad frequently)</i>	30 Sec Clip
2	<i>Samina Baig (High altitude mountaineer, Gilgit based but visits Islamabad frequently)</i>	30 Sec Clip
3	<i>Hajra Khan (Football player, Karachi based)</i>	30 Sec Clip
4	<i>Sana Mehmood (Former Football and Basketball player, Islamabad based)</i>	30 Sec Clip
5	<i>Noreen Shams (Squash player, Peshawar based)</i>	30 Sec Clip
6	<i>Jan Sher Khan (Former Squash Player, Peshawar based)</i>	30 Sec Clip
7	<i>Jehangir Khan (Former Squash Player, Karachi based)</i>	30 Sec Clip
8	<i>Aisam ul Haq (Tennis player, Lahore based)</i>	30 Sec Clip
9	<i>Babar Azam (Cricket Player, Lahore based)</i>	30 Sec Clip
10	<i>Shoaib Akhtar (Former Cricket player, Islamabad based)</i>	30 Sec Clip

The following elements should be kept in mind to provide a quotation for this project:

- The embassy will provide a letter of introduction for the players below, or the production company may use other high-profile players. The cost of production does not include payment to the players for this public service announcement.
- The production firm will reach out to the players or the governing authorities responsible for their media engagements (such as the Pakistan Cricket Board (PCB) media wing). The U.S. Embassy will only provide a letter of introduction.
- It is responsibility of a firm to travel to the location of the players to record the video message.
- The firm will purchase prime airtime preferably 08:00 Pm to 09:00 Pm (evening news hour) on the Pakistan Television to play each of the videos for 10 consecutive days. Also propose an optional amount to use other stations, too like Geo and ARY.
- The firm will also purchase airtime on major FM radio stations in 10 major cities which includes Muzaffarabad, Gilgit, Skardu, Peshawar, Rawalpindi, Lahore, Multan, Quetta, Sukkar, and Karachi. Each audio advertisement (message) for radio should be played three times a day.
- The videos may be in any Pakistani language (choice of the sports figure) but the sub-titles needed to be in Urdu language. The Urdu subtitles are required even for videos in Urdu.
- The firm will be responsible for writing catchy scripts for each video and needs to be approved by the Embassy before recording.
- The video messages should include images of famous matches of the respective players, to better ensure public recognition of the player.
- The firm will maintain international standards in all elements of filmmaking, including scripting, pre and postproduction, color treatment, copy writing, sub-titling, and graphic design, to ensure a high-impact product.
- All footage, including raw footage, draft cuts, and final cuts should be submitted to the Embassy. The Embassy will retain the copyrights of all the content.

2. Terms & Conditions:

a) Mode of Payment:

Payment will be processed through EFT within 30 days of the date that a correct invoice conforming to the provisions of the Purchase Order is received at the US Embassy, Islamabad on satisfactory completion. 50% payment will be made at the time of completion of videos after acceptance and approval by the embassy and 50% after airing them.

b) Period of Performance/ Delivery Address:

- The service is required to be completed after receiving the approved Purchase Order as per schedule agreed with embassy point of contact (POC).

c) Inspection & Acceptance:

A Government representative will inspect the script before recording and approves the recorded videos before airing them.

3. FAR/ DOSAR Clauses applies on this Solicitation:

FAR & DOSAR (attached) clauses will apply to this Procurement. These clauses can be accessed through following link:

FAR 52.252-2 Clauses Incorporated by Reference (FEB 1998)

This purchase order or BPA incorporates the following clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address:

<https://www.acquisition.gov/far>

DOSAR clauses may be accessed at:

<http://www.statebuy.state.gov/dosar/dosartoc.htm>

FEDERAL ACQUISITION REGULATION (48 CFR Chapter 1) CLAUSES

Number	Title	Date
52.204-7	SYSTEM FOR AWARD MANAGEMENT	OCT 2018
52.204-9	Personal Identity Verification of Contractor Personnel (if contractor requires physical access to a federally controlled facility or access to a Federal information system)	JAN 2011
52.204-13	SYSTEM FOR AWARD MANAGEMENT MAINTENANCE	OCT 2018
52.204-18	COMMERCIAL AND GOVERNMENT ENTITY CODE MAINTENANCE	JUL 2016
52.212-4	Contract Terms and Conditions – Commercial Items (Alternate I (MAY 2014) of 52.212-4 applies if the order is time-and-materials or labor-hour)	OCT 2018
52.225-19	Contractor Personnel in a Diplomatic or Consular Mission Outside the United States (applies to services at danger pay posts only)	MAY 2020
52.227-19	Commercial Computer Software License (if order is for software)	DEC 2007

52.228-3	Workers' Compensation Insurance (Defense Base Act) (if order is for services and contractor employees are covered by Defense Base Act insurance)	JUL 2014
52.228-4	Workers' Compensation and War-Hazard Insurance (if order is for services and contractor employees are not covered by Defense Base Act insurance)	APR 1984
52.244-6	SUBCONTRACTS FOR COMMERCIAL ITEMS	NOV 2020
52.246-26	REPORTING NON-CONFORMING ITEMS	JUN 2020

4. Evaluation Criteria:

The opportunity will be awarded based on **"Lowest Price Technical Acceptability"**.

5. Quote Submission's Due Date:

No Quote will be accepted after **October 27, 2021** via Email to following email addresses:

RanaMA@state.gov

LatifM@state.gov

Other Requirements:

- a. Prepare your quotation on your company letterhead in accordance with the requested details of this RFQ.
- b. Include list of your clients, you provided similar services within the last two years.
- c. Include below information in bid:
 - i Delivery Period after receiving of Purchase Order.
 - ii Bid must be valid for 60 days from the closing date for this solicitation.
 - iii Acceptance of our Net 30 days Payment terms.
 - iv Valid DUNS Number and SAM Registration
- d. Bidder must have a physical business address and good financial health in order to get this opportunity awarded.
- e. Please provide reference of our Request Number 19PK33322Q1000 in all your correspondence regarding this request for price quotation.
- f. Please note that U.S. Embassy is exempted from taxes, therefore, submit a Tax-Free Quote.
- g. The Embassy WILL NOT provide any Custom Clearance related documents in case of any import clearance.
- h. The Embassy may only provide the Tax Exemption Certificate from Ministry of Foreign Affairs after receiving the PROFORMA Invoice and it may take time of 4 – 6 Weeks. The vendor/ firm will be responsible to get the Zero-Rated Certificate from Federal Board of Revenue (FBR) themselves.

*******END*******