



**KENYA FILM COMMISSION**

**REQUEST FOR QUOTATION (RFQ)**

**FOR**

**PRODUCTION OF THE KENYA FILM INDUSTRY MARKETING SHOWREEL**

**RESERVED FOR ACCESS TO GOVERNMENT PROCUREMENT OPPORTUNITIES (AGPO)  
GROUPS**

**QUOTATION NO. KFC/20/2022-2023**

**ISSUE DATE: MONDAY 12<sup>TH</sup> SEPTEMBER, 2022**

**CLOSING DATE: MONDAY 26<sup>TH</sup> SEPTEMBER, 2022 AT 12.00 PM (KENYAN TIME)**

**Kenya Film Commission**

P.O. Box 76417 – 00508, Nairobi, Kenya **Tel:** +254 729407497, (020) 2714073/4

Email: [procurement@filmingkenya.com](mailto:procurement@filmingkenya.com)

Website: [www.kenyafilmcommission.go.ke](http://www.kenyafilmcommission.go.ke)

**TABLE OF CONTENTS**

**PREFACE .....1**

**REQUEST FOR QUOTATIONS ..... 2**

**INSTRUCTIONS TO TENDERERS.....3**

**MANDATORY REQUIREMENTS ..... 4**

**QUOTATION AND QUALIFICATION DOCUMENTS.....5**

**BRIEF FOR PROVISION OF SERVICES ..... 7**

**FORM FOR DISCLOSURE OF INTEREST .....9**

**CERTIFICATION ..... 10**

**SELF-DECLARATION FORM..... 12**

**FOREIGN TENDERER 40% RULE -NOT APPLICABLE..... 13**

**SCHEDULE OF REQUIREMENTS..... 14**

**SCHEDULE OF REQUIREMENTS TABLE ..... 17**

**CONTRACT..... 18**

## REQUEST FOR QUOTATIONS (RFQ)

To:

---

*[Insert Name and Address of selected  
Tenderer]*

**From: KENYA FILM COMMISSION  
P.O. Box 76417-00508 NAIROBI**

**TITLE OF QUOTATION:** Production of the Kenya Film Industry Marketing Showreel.

**Quotation Reference Number: KFC/20/2022-2023**

1. The **Kenya Film Commission** invites you to submit quotations for as indicated in detail in “**Table A. Schedule of Requirements and Specifications**”. The quotation shall follow the instructions and documents in this RFQ document and shall be in English Language. Tenderers may obtain further information during office hours **8.00am – 5.00pm** at the address given below.
2. Quotations shall be submitted in accordance with the instruction in Part 1: Quotation Procedures and in a sealed envelope clearly indicating name and address of tenderer, the quotation name and title and must reach the Procuring Entity at the address indicated below not later than **[12.00NOON on MONDAY 26<sup>TH</sup> SEPTEMBER, 2022]**. Quotations can be delivered by registered mail, courier or hand delivery at the tenderer's option. Late quotations shall be rejected. They can also be emailed to: [procurement@filmingkenya.com](mailto:procurement@filmingkenya.com)
3. Enquiries regarding this quotation may be addressed to the following email address: [procurement@filmingkenya.com](mailto:procurement@filmingkenya.com)
4. Any resulting contract shall be subject to the terms and conditions detailed in Part 3: Contract.
5. Please inform by email or express mail the undersigned within the day of receipt of this RFQ if you will not be submitting a quotation.

**Address for Submission of Quotations:**

Completed Quotation documents are to be enclosed in plain sealed envelopes addressed to the Chief Executive Officer, Kenya Film Commission marked with the Quotation reference number and Quotation Name and deposited in the Quotation Box located on the 2<sup>nd</sup> Floor, Jumuia Place II located on Lenana Road Kilimani before the deadline for submission.

**CHIEF EXECUTIVE OFFICER**

## INSTRUCTIONS TO TENDERERS

1. **Tenderers are advised to read carefully** these instructions and the Conditions of Contract in Part 3: Contract, before preparing the quotation. The standard forms in this RFQ may be photocopied for completion but the Tenderer is responsible for their accurate reproduction. The term Tenderer shall mean the firm or person invited to submit a quotation. The term Quotation herein shall mean the quotation submitted as usually understood in public procurement.
2. **Validity of Quotations:** The quotation will be held **valid for 120** days from the date of submission.
3. **The Quotation shall consist of** completed Tables A, B and C and the Form of Quotation all indicated in Part 2 of this Request for Quotations, and documents to evidence Eligibility and Conformity to Technical Specifications.
4. **Sealing and Marking of Quotations:** Quotations in one “one original” should be sealed in a single envelope, clearly marked with the **Quotation Reference Number** in the RFQ, the Tenderer's name and the name of the Procuring Entity. Envelopes should be sealed in such a manner that opening and resealing cannot be achieved undetected.
5. **Submission of Quotations:** Quotations, and any alternatives if allowed as per Item 11 below, should be submitted to the address below, on or before the date and time indicated in sub-item 4 below. Late quotations will be rejected.

### **Address for Submission of Quotations.**

Completed Quotation documents are to be enclosed in plain sealed envelopes addressed to the Chief Executive Officer, Kenya Film Commission marked with the Quotation reference number and Quotation Name and deposited in the Quotation Box located on the 2<sup>nd</sup> Floor, Jumuia Place II located on Lenana Road Kilimani before the deadline for submission.

Date of Submission (deadline): **MONDAY 26<sup>TH</sup> SEPTEMBER, 2022**

Time of Submission (deadline): **12.00NOON** (Kenya time).

6. **Opening of Quotations:** Quotations will be opened immediately after the closing date and time specified in item 5 above, by at least three appointed officials of the Procuring Entity.
7. **Tenderer Eligibility:** Tenderer must submit Documentary evidence to show His/her eligibility to be awarded a contract to cover each of the following:

No.	Requirement	Yes	No
1	Copy Incorporation/Registration Certificate		
2	Copy of a valid Tax Compliance Certificate from the Kenya Revenue Authority		
3	Copy of CR12 which must have been issued within the last 12 months (for registered companies) OR Copies of National Identity Cards for Sole Proprietors		
4	Valid/Current Single Business Permit		
5	Dully filled and signed Schedule of Requirements Table		
6	Dully filled and signed Form for Disclosure of Interest		
7	Dully filled and signed Certificate of Independent Quotation Determination		
8	Dully filled and signed Self-Declaration Form		
9	Valid AGPO Certificate		

**NOTE:** *Bidders must submit all the above requirements. Failure to submit any of the above requirement shall lead to rejection of the quotation.*

8. **Invitation not transferable:** This invitation is not transferable to other firms or individuals not so invited.
9. **Goods Eligibility:** Tenderer must submit as evidence documents to show the country of origin of any goods to be supplied or incorporated in the work or services
10. **Technical Specifications:** Documentary evidence to show that the goods meet the technical specifications.
11. **Alternative Quotations:** Tenderers **not permitted** to submit alternative quotations for goods/alternative technical solutions for specified parts of the Works or Services (*select one*). Only the alternatives, if any, of the Tenderer with the winning quotation conforming to the basic technical requirements shall be considered by the Procuring Entity.
12. **Currency:** Quotations shall be priced in Kenya Shillings. Quotations in other currencies will be rejected and will not be allowed.
13. **Evaluation of Quotations:** The evaluation of quotations will be conducted using the procedure set out below:

i) **Preliminary examination to determine Tenderer eligibility:**

**Bidders must submit the following:**

No.	Requirement	Yes	No
1	Copy Incorporation/Registration Certificate		
2	Copy of a valid Tax Compliance Certificate from the Kenya Revenue Authority		
3	Copy of CR12 which must have been issued within the last 12 months (for registered companies) OR Copies of National Identity Cards for Sole Proprietors		
4	Valid/Current Single Business Permit		
5	Dully filled and signed Schedule of Requirements Table		
6	Dully filled and signed Form for Disclosure of Interest		
7	Dully filled and signed Certificate of Independent Quotation Determination		
8	Dully filled and signed Self-Declaration Form		
9	Valid AGPO Certificate		

ii) **Technical evaluation and comparison**

NO	CRITERIA	SCORE	YES	NO
	<b>Relevant Experience for the TORs</b>			
1	General Understanding of the assignment by the firm as outlined in the scope and terms of reference. List assignments carried out in the last three years and provide dates and contact persons including email addresses, name of the organization and personnel used in each (Score of 2 per assignment).	10		
	<b>Sub Total</b>	<b>10</b>		
2	<b>Methodology and Approach</b>			
a	Understanding of the Terms of Reference (ToRs) as provided: <ul style="list-style-type: none"> <li>• Conformity to the ToRs –response to requirements</li> <li>• Bidder’s initiatives and comments on the TORs</li> </ul>	10		
b	<b>Appropriateness of Methodology and work plan (Proposal)</b> <ul style="list-style-type: none"> <li>• Detailed description of approach/methodology with clear timelines on execution</li> </ul>	45		

	<ul style="list-style-type: none"> <li>• Project Schedule</li> <li>• Value addition proposition</li> </ul>			
	<b>Sub Total</b>	55		
3	<b>Human Resource Capacity</b>			
a	<b>Key Project Staff:</b> Provide CVs of key project staff highlighting specific skills and competencies including specific projects handled of similar nature <ul style="list-style-type: none"> <li>- 5 marks for specific skills for at least five professionals</li> <li>- 5 marks for similar projects handled for at least five similar projects</li> </ul>	10		
b	<b>Management of 3<sup>rd</sup> Party Suppliers:</b> Provide a brief summary on your proposed strategy for management of third-party suppliers. ( If any)	5		
c	<b>References:</b> Please provide four reference letters from organizations (on letter head) for which you have developed an informercial/showreel (5 marks for each related production)	20		
	<b>Sub Total</b>	<b>35</b>		
	<b>TOTAL</b>	<b>100</b>		

**Pass mark for the technical evaluation shall be 70 to advance to pitch the proposal**

iii) **Pitching**

Tenderers are to carry out pitch presentation after successfully passing the technical evaluation stage. Below is the evaluation criterion for the pitch presentation; -

NO	CRITERIA	Max scores	Score
1.	Understanding of the brief	10	
2.	Level of creativity and innovation as reflected in the presented concepts	30	
3.	Able to show/demonstrate other works done. Show knowledge undertaking similar assignments	25	
4.	Able to demonstrate on how to plan and execute the entire assignment	25	
5.	Alternative proposals and justification for solutions recommended, added value...	10	
	<b>GRAND TOTAL</b>	<b>100</b>	

**Pass mark for the pitch shall be 70 to advance to financial consideration stage.**

iv) **Financial comparison of quotations to determine the lowest evaluated quotation after meeting all the mandatory requirements.**

14. Lowest Evaluated Quotation: The lowest evaluated quotation shall be recommended for award of contract.
15. Award of contract: Award of contract shall be by placement of a Letter of Acceptance or Local Purchase Order in accordance with Part 3: Contract. The currency of award and payment shall be currency in which the quotation was submitted. Unsuccessful tenderers who responded will be notified of the accepted quotation, indicating the name and the amount of the accepted quotation

16. Right to Reject: The Procuring Entity reserves the right to accept or reject any quotation or to cancel the quotation process and reject all quotations at any time prior to contract award.
  17. The Commission reserves the right at the time of contract award to increase or decrease the quantity of goods originally specified in the Schedule of requirements without any change in unit price or other terms and conditions
- v) technical examination to determine eligibility, compliance with technical specifications and commercial responsiveness. Quotations failing this stage will be rejected and not considered in next stage. ***Pass or fail method will be applied***

**QUOTATION AND QUALIFICATION DOCUMENTS**

*Instructions to Tenderer. Tenderer must complete and submit as part of the Form of quotation.*

- i. SCHEDULE OF REQUIREMENTS TABLE
- ii. FORM FOR DISCLOSURE OF INTEREST
- iii. CERTIFICATE OF INDEPENDENT QUOTATION DETERMINATION
- iv. SELF-DECLARATION FORM
- v. FOREIGN TENDERER 40% RULE *(Not Applicable)*

**FORM OF QUOTATION** *[To be completed by Tenderer]*

Quotation Addressed to (Procuring Entity)	
Date of Quotation	
Quotation Reference Number:	
Subject of Quotation	

1. We have examined and have no reservations to the Request for Quotation document, and understand its full content and intent.
2. In compliance with your request for quotations dated \_\_\_\_\_, referenced above, we offer to  
 \_\_\_\_\_  
 \_\_\_\_\_ *(specify one of supply goods, complete the works or provide the services)* to cover and conform to our pricing listed in the attached in Table  
 B. Quotation Submission TABLE at a total price of Kenya Shillings  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ (in words)  
 \_\_\_\_\_
3. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: INSTRUCTIONS TO TENDERERS.
4. We also confirm that the *(goods to be supplied)* conform to the **SCHEDULE OF REQUIREMENTS TABLE** below and in conformity with technical specifications listed in PART 2: SCHEDULE OF REQUIREMENTS of this RFQ Document.



5. We undertake to adhere by the Code of Ethical Conduct for Suppliers, Contractors and Service Providers, copy available from \_\_\_\_\_ (*specify website*) during the procurement process and the execution of any resulting contract.

6. We confirm that the prices quoted are fixed and firm for the duration of the validity period and performance of the contract and will not be subject to revision or variation.
7. The validity period of our quotation is: \_\_days from the time and date of the submission deadline (*Number to be same as in the instructions to Tenderers*).
8. We confirm we are not submitting any other Quotation as an individual or firm, and we are not participating in any other Quotation as a Joint Venture member or as a subcontractor.
9. We, along with any of our subcontractors, suppliers, Engineer, manufacturers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to a temporary suspension or a debarment imposed by the Public Procurement Regulatory Authority or any other entity of the Government of Kenya, or any international organization.
10. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf engages in any type of Fraud and Corruption.
11. We hereby certify and confirm that the Quotation is genuine, non-collusive and made with the intention of accepting the contract if awarded. To this effect we have signed the “Certificate of Independent Quotation Determination” attached below.
12. We, the Tenderer, have completed fully and signed the **FORM FOR DISCLOSURE OF INTEREST**- interest of the firm in the Procuring Entity, attached below.

The Delivery/Completion period offered is: \_\_days from date of acceptance of Quotation. The warranty period offered is..... weeks.

Quotation Authorized by:

Name and designation \_\_\_\_\_

Signature:

## **A. TERMS OF REFERENCE (ToRS)/SPECIFICATIONS:**

### **THE KENYA FILM INDUSTRY MARKETING SHOWREEL TORS**

The Kenya Film Commission is established to market and develop a vibrant local film industry. In order to achieve this, the Commission takes part in showcasing the Kenya's Film Industry globally.

To enhance the marketing process, the Commission intends to create a showreel that showcases Kenyan locations, Films shot on location Kenya, talent, Infrastructure, facilities, festivals, and licensing regime among others. The showreel will be an informercial that showcases the Kenyan film industries in 3 minutes.

#### **Target audience**

The target audience for the informercial will be;

1. Primary audience- International Film Industry
2. Secondary audience- Local Film Industry

#### **Platforms to play the Showreel**

The showreel will be played in the following platforms

1. In flight infotainment systems
2. International festivals
3. International broadcasters e.g., CNN
4. Local Broadcasters
5. Embassies
6. Social Media etc.

The following are the requirements for the informercial;-

1. Length: 3-minute cut, 1min 30 sec cut, 30 sec social media promo
2. It should be punchy and grab the viewers' attention instantly. It should keep the viewers' attention with relevant, impressive and fast clips.
3. The deliverable formats should be consistent with the general theme of the informercial.
4. Content must include but is not limited to;
  - a. Major filming Locations (All content available at the Commission)
  - b. Highlight clips of major films shots on location Kenya for both local and international films e.g., Out of Africa, Tomb raider, First Grader, Lion King, Born Free, Country queen etc.
  - c. Highlight Kenyan talents (cast and crew) featured in major local and international films.
  - d. Highlight filming facilities available in Kenya e.g., film studios etc.
  - e. Highlight major festivals and awards hosted in Kenya
  - f. Have third party endorsements by key players in the industry e.g., Lupita Nyong'o, Jim Shamon etc.
  - g. Capture the Kenya film licensing processes e.g., shooting on location Kenya, Drones licenses etc.
5. The informercial MUST be High-Definition technology format able to withstand the test of time
6. MUST have good enticing broadcast quality voice over
7. Production of the informercial MUST be easily transferrable and expendable using modern technology
8. Clips and images used in the informercial MUST be of high quality with sharp and clear images and footage
9. Provision of scoring, sound engineering and mastering of final output.
10. The informercial MUST be of high quality, professionally done in all aspects of the production to the International Standards and be editable.
11. The Supplier MUST get rights for use of images and clips in the informercial.
12. KFC fully reserves copyrights for the output of this assignment.

i) **FORM FOR DISCLOSURE OF INTEREST** - Interest of the Firm in the Procuring Entity.

- a. Are there any person/persons in ..... (Name of Procuring Entity) who has/have an interest or relationship in this firm? Yes/No.....

If yes, provide details as follows.

	Names of Person		Interest or Relationship with Tenderer

ii) **Conflict of interest disclosure**

	Type of Conflict	Disclosure YES OR NO	If YES provide details of the relationship with Tenderer
1	Tenderer is directly or indirectly controls, is controlled by or is under common control with another tenderer.		
2	Tenderer receives or has received any direct or indirect subsidy from another tenderer.		
3	Tenderer has the same legal representative as another tenderer		
4	Quotation has a relationship with another tenderer, directly or through common third parties, that puts it in a position to influence the quotation of another tenderer, or influence the decisions of the Procuring Entity regarding this quotation process.		
5	Any of the Tenderer's affiliates participated as a consultant in the preparation of the design or technical specifications of the works that are the subject of the quotation.		
6	Tenderer would be providing goods, works, non-consulting services or consulting services during implementation of the contract specified in this Quotation Document.		
7	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who are directly or indirectly involved in the preparation of the Quotation document or specifications of the Contract, and/or the Quotation evaluation process of such contract.		
8	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who would be involved in the implementation or supervision of the Contract.		
9	Has the conflict stemming from such relationship stated in item 7 and 8 above been resolved in a manner acceptable to the Procuring Entity throughout the quotation process and execution of the Contract?		

**iii) Certification**

On behalf of the Tenderer, I certify that the information given above is complete, current and accurate as at the date of submission.

Full Name \_\_\_\_\_

Title or Designation \_\_\_\_\_

\_\_\_\_\_  
*(Signature)*

\_\_\_\_\_  
*(Date)*

**iv) CERTIFICATE OF INDEPENDENT QUOTATION DETERMINATION**

I, the undersigned, in submitting the accompanying Letter of quotation to the \_\_\_\_\_ [Name of Procuring Entity] for: \_\_\_\_\_ [Name and number of quotation] in response to the request for tenders made by: \_\_\_\_\_ [Name of Tenderer] do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of \_\_\_\_\_ [Name of Tenderer] that:

1. I have read and I understand the contents of this Certificate;
2. I understand that the Tenderer will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am the authorized representative of the Tenderer with authority to sign this Certificate, and to submit the quotation on behalf of the Tenderer;
4. For the purposes of this Certificate and the quotation, I understand that the word “competitor” shall include any individual or organization, other than the Tenderer, whether or not affiliated with the Tenderer, who:
  - a) has been requested to submit a quotation in response to this request for quotations;
  - b) could potentially submit a quotation in response to this request for quotations based on their qualifications, abilities or experience;
5. The Tenderer discloses that [check one of the following, as applicable]:
  - a) The Tenderer has arrived at the quotation independently from, and without consultation, communication, agreement or arrangement with, any competitor;
  - b) the Tenderer has entered into consultations, communications, agreements or arrangements with one or more competitors regarding this request for quotations, and the Tenderer discloses, in the attached document(s), complete details thereof, including the names of the competitors and the nature of, and reasons for, such consultations, communications, agreements or arrangements;
6. In particular, without limiting the generality of paragraphs (5)(a) or (5)(b) above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
  - a) prices;
  - b) methods, factors or formulas used to calculate prices;
  - c) the intention or decision to submit, or not to submit, a quotation; or
  - d) the submission of a quotation which does not meet the specifications of the request for quotations; except as specifically disclosed pursuant to paragraph (5) (b) above;
7. In addition, there has been no consultation, communication, agreement or arrangement with any competitor regarding the quality, quantity, specifications or delivery particulars of the works or services to which this request for tenders relates, except as specifically authorized by the procuring authority or as specifically disclosed pursuant to paragraph (5)(b) above;
8. the terms of the quotation have not been, and will not be, knowingly disclosed by the Tenderer, directly or indirectly, to any competitor, prior to the date and time of the official quotation opening, or of the awarding of the Contract, whichever comes first, unless otherwise required by law or as specifically disclosed pursuant to paragraph (5)(b) above.

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_ [Name, title and signature of authorized agent of Tenderer and Date]

## SELF-DECLARATION FORM

We, the Tenderer \_\_\_\_\_ (*insert name*) submitting our Quotation in respect of Quotation No \_\_\_\_\_ for \_\_\_\_\_ (*insert quotation Title Description*) for \_\_\_\_\_ (*insert Name of Procuring Entity*)

### DECLARE AS FOLLOWS:

That, We the Tenderer including any entity or individual that directly or indirectly controls, is controlled by or is under common control with us, and any subcontractors, suppliers, project managers, consultants, manufacturers, service providers, agents, individuals, or any other party involved or to be involved for any part of the processes of procurement and contract execution related to the above quotation:

- a) have not engaged/will not engage in any corrupt or fraudulent practices in the processes of procurement and contract execution related to the above quotation as defined and/or described in the following:
  - i) The RFQ for the above Quotation;
  - ii) Kenya's Public Procurement and Asset Disposal Act, 2015) and its attendant Regulations;
  - iii) Kenya's Anti-Corruption and Economic Crimes Act, 2013; and
  - iv) any such other Acts or Regulations of Government of Kenya;
- b) have not offered/will not offer any inducement to any member of the board, management, staff and/or employees and/or agents of ..... (*name of the procuring entity*);
- c) have not engaged/will not engage in any collusive or corrosive practice with other tenderers participating in the subject quotation;
- d) have not been sanctioned or debarred by any entity from participation in public procurement proceedings of Kenya. That, what is deponed to herein above is true to the best of our knowledge, information and belief.

**Name of the Tenderer:** .....[*insert complete name of tenderer signing the quotation*]

**Name of the person duly authorized to sign the quotation on behalf of the Tenderer:**  
.....[*insert complete name of person duly authorized to sign the quotation*]

**Title of the person signing the Quotation:** .....[*insert complete title of the person signing the quotation*]

**Signature of the person named above:** .....[*insert signature of person whose name and capacity are shown above*]

**i) FOREIGN TENDERER 40% RULE -NOT APPLICABLE**

*(not to be included in the RFQ for supply of goods, supply and installation of plant and equipment, insurance, purchase of property, and other RFQ where this rule may not be practical).*

Pursuant to the provisions in the Public Procurement and Disposal Act, 2015, a Foreign Tenderer must complete this form to demonstrate that the quotation fulfils this condition

ITEM	Description of Work Item	Describe location of Source	COST in K. shillings	Comments, if any
<b>A</b>	<b>Local Labor</b>			
1				
2				
3				
4				
5				
<b>B</b>	<b>Sub contracts from Local sources</b>			
1				
2				
3				
4				
5				
<b>C</b>	<b>Local materials</b>			
1				
2				
3				
4				
5				
<b>D</b>	<b>Use of Local Plant and Equipment</b>			
1				
2				
3				
4				
5				
<b>E</b>	<b>Add any other items</b>			
1				
2				
3				
4				
5				
6				
	<b>TOTAL COST LOCAL CONTENT</b>		<b>XXXXX</b>	
	<b>PERCENTAGE OF CONTRACT PRICE</b>			



## SCHEDULE OF REQUIREMENTS

### TABLE A. SCHEDULE OF REQUIREMENTS, TECHNICAL SPECIFICATIONS

#### THE KENYA FILM INDUSTRY MARKETING SHOWREEL TORS

The Kenya Film Commission is established to market and develop a vibrant local film industry. In order to achieve this, the Commission takes part in showcasing the Kenya's Film Industry globally.

To enhance the marketing process, the Commission intends to create a showreel that showcases Kenyan locations, Films shot on location Kenya, talent, Infrastructure, facilities, festivals, and licensing regime among others. The showreel will be an informercial that showcases the Kenyan film industries in 3 minutes.

#### **Target audience**

The target audience for the informercial will be;

1. Primary audience- International Film Industry
2. Secondary audience- Local Film Industry

#### **Platforms to play the Showreel**

The showreel will be played in the following platforms

1. In flight infotainment systems
2. International festivals
3. International broadcasters e.g., CNN
4. Local Broadcasters
5. Embassies
6. Social Media etc.

The following are the requirements for the informercial;-

1. Length: 3-minute cut, 1min 30 sec cut, 30 sec social media promo
2. It should be punchy and grab the viewers' attention instantly. It should keep the viewers' attention with relevant, impressive and fast clips.
3. The deliverable formats should be consistent with the general theme of the informercial.
4. Content must include but is not limited to;
  - a. Major filming Locations (All content available at the Commission)
  - b. Highlight clips of major films shots on location Kenya for both local and international films e.g., Out of Africa, Tomb raider, First Grader, Lion King, Born Free, Country queen etc.
  - c. Highlight Kenyan talents (cast and crew) featured in major local and international films.
  - d. Highlight filming facilities available in Kenya e.g., film studios etc.
  - e. Highlight major festivals and awards hosted in Kenya
  - f. Have third party endorsements by key players in the industry e.g., Lupita Nyong'o, Jim Shamoony etc.
5. Capture the Kenya film licensing processes e.g., shooting on location Kenya, Drones licenses etc.
6. The informercial **MUST** be High-Definition technology format able to withstand the test of time
7. **MUST** have good enticing broadcast quality voice over
8. Production of the informercial **MUST** be easily transferrable and expendable using modern technology
9. Clips and images used in the informercial **MUST** be of high quality with sharp and clear images and footage
10. Provision of scoring, sound engineering and mastering of final output.
11. The informercial **MUST** be of high quality, professionally done in all aspects of the production to the International Standards and be editable.
12. The Supplier **MUST** get rights for use of images and clips in the informercial.
13. KFC fully reserves copyrights for the output of this assignment.

**SCHEDULE OF REQUIREMENTS TABLE A**

	<b>ITEM DESCRIPTION</b>	<b>QTY</b>	<b>Unit cost Kshs.</b>	<b>Total cost inclusive of 16% VAT Amount (KShs.)</b>
	<b>PRODUCTION</b>			
	<b>VIDEO</b>			
1	Production of the Kenya Film Industry Marketing Showreel	1		
	<b>Total Amount of Financial Proposal</b>			

Delivery Period.....(State)

Signature: \_\_\_\_\_ And seal/Stamp

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Authorized for and on behalf of (*specify name of tenderer*) \_\_\_\_\_

Date \_\_\_\_\_

**PART 3: CONTRACT**

**CONTRACT AGREEMENT**

- (1) THIS CONTRACT AGREEMENT is made \_\_\_\_\_ (specify date).  
Between \_\_\_\_\_ [Insert complete name of Procuring Entity], and having its principal place of Business at \_\_\_\_\_ [Insert address of Procuring Entity] and \_\_\_\_\_ [Insert name of Supplier, or contractor or service provider], and having its principal place of business at \_\_\_\_\_ [insert address of Supplier, contractor or service provider].
- (2) WHEREAS the Procuring Entity invited quotations for the Supply of Goods described in Table B, i.e. \_\_\_\_\_ [insert brief description of Goods] and has accepted a Quotation by the Tenderer in the sum of \_\_\_\_\_ [insert Contract Price in words and figures] (hereinafter called “the Contract Price”).
- (3) NOW THIS AGREEMENT WITNESSED AS FOLLOWS:
  - 1. This Contract Agreement includes the following documents:
    - a) Table A. SCHEDULE OF REQUIREMENTS AND TECHNICAL SPECIFICATIONS.
    - b) Table B. QUOTATION SUBMISSION TABLE.
    - c) FORM OF QUOTATION.
    - d) Conditions of Contract.
  - 2. In consideration of the payments to be made by the Procuring Entity to the *Supplier* as hereinafter mentioned, the *Supplier* hereby covenants with the Procuring Entity to provide the Goods/works/services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
  - 3. The Procuring Entity hereby covenants to pay the Supplier *in* consideration of the provision of the Goods and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.
- (4) In WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of Kenya.

**For and on behalf of the Procuring Entity**

Signed: .....[insert signature] in the capacity  
of..... [insert title or other appropriate designation] in the presence  
of..... [insert identification of official witness]

**For and on behalf of the Supplier/Contractor/Service Provider** (select one)

Signed: .....[insert signature of authorized representative(s) of the  
*Supplier*]  
in the capacity of..... [insert title or other appropriate designation]  
in the presence of..... [insert identification of official witness]

- 1. Language**

The Contract as well as all correspondence and documents relating to the Contract exchanged by the Supplier and the Procuring Entity, shall be written in the English Language.
- 2. Eligibility**

The goods shall have the nationality of an eligible country. All Goods and Related Services to be supplied under the Contract shall have their origin in Eligible Countries.
- 3. Notices**

Any notice given by one party to the other pursuant to the Contract shall be in writing.
- 4. Governing Law**

The Contract shall be governed by and interpreted in accordance with the Laws of Kenya, unless otherwise specified hereunder.
- 5. Settlement of Disputes**

The Procuring Entity and the Supplier shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Contract. If the parties have failed to resolve their dispute or difference by such mutual consultation, either the Procuring Entity or the Supplier may give notice to the other party of its intention to commence arbitration. The dispute shall be referred to adjudication or arbitration in accordance with the laws of Kenya.
- 6. Supplier/Contractor/Service Provider Responsibilities**

The Supplier shall supply all the Goods included in the Schedule of Requirements.
- 7. Contract Price**

Prices charged by the Supplier under the Contract shall not vary from the prices quoted by the Supplier in its quotation.
- 8. Terms of Payment**

The Contract Price shall be paid One hundred (100) percent of the Contract Price as follows:

  - i) For Goods, price of goods received upon submission of a claim/invoice supported by the acceptance certificate issued by the Procuring Entity. The settlement will be made within 30 days upon receipt of the invoice and acceptance of the goods
- 9. Inspections and Tests**

The Supplier shall at its own expense and at no cost to the Procuring Entity carry out all such tests and/or inspections of the Goods, works or Services to confirm their conformity to technical specifications.
- 10. Warranty**

The Supplier warrants that all the Goods are new, unused, and of the most recent or current models, and that they incorporate all recent improvements in design and materials, unless provided otherwise in the contract.