



# REQUEST FOR PROPOSAL (RFP) – THE TONY ELUMELU FOUNDATION & BADEA DOCUMENTARY PRODUCTION

## Briefing Document

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**Project Name:** TEF-BADEA Documentary

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**Proposal Submission Deadline:** July 3, 2026

**Organisation:** The Tony Elumelu Foundation

**Expected Completion Date:** 8 weeks from commencement

## Summary:

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The Tony Elumelu Foundation (TEF) is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women economic empowerment.

Founded in 2010 by leading African investor and philanthropist, Tony O. Elumelu, CFR, the Tony Elumelu Foundation has always had a singular mission, to catalyse economic development across the African continent through entrepreneurship. The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent.

Over the years, the Foundation has launched multiple initiatives in line with this mission. In 2015, Mr. Elumelu and his wife committed USD100 million of their personal funds to launch a flagship Entrepreneurship Programme with the goal of identifying, training, mentoring and funding 10,000 entrepreneurs, across all 54 African countries, over 10 years.

Today, TEF has met and surpassed its initial goal. Through its proprietary digital platform, TEFConnect, the Foundation has provided up to 2.5 million Africans with access to trainings and disbursed over USD\$100 million in direct funding to over 27,000 African women and men, who have collectively created over 1.5 million direct and indirect jobs, and generated over \$4.2 billion in revenue.

TEF's ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent.

In 2022, the Tony Elumelu Foundation in partnership with BADEA, implemented an initiative supporting 220 women entrepreneurs across seven states in Nigeria, including wives of fallen soldiers. Beyond receiving the seed capital funds, through its Entrepreneurship Programme, TEF supported these women entrepreneurs with mentorship, business management training, specialised masterclasses and access to platforms and networks that helped them to improve their lives and scale their businesses. The project aimed to promote economic empowerment, resilience, and sustainable livelihoods.

This documentary seeks to capture the impact of the intervention by telling the human stories behind the programme—highlighting resilience, transformation, and community impact. The documentary should also deliver 60-second and 5-minute cuts for various platforms and audiences.

## Objectives of this Project

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The objective of this documentary is to document and amplify the entrepreneurial journeys of selected beneficiaries across seven states in Nigeria.

The documentary aims to:

- Showcase the impact of the 2022 intervention on beneficiaries' lives and businesses
- Highlight themes of resilience and economic empowerment
- Inspire stakeholders, partners, and the broader public

In detail, the production team will demonstrate the Programme's impact, by highlighting specific proof points of what beneficiaries have achieved since receiving seed capital funding as against their various socio-economic positions before TEF's intervention. This includes verifiable statistics and data demonstration, as well as testimonials or endorsements that highlight effectiveness of the Programme;

### A. Documentary (30 minutes)

The objective of the project is to produce a **thirty-minute, world-class short film** that:

- a. Tells a story of the beneficiaries, highlighting the impact of the Programme.
- b. Follows real entrepreneurs and their businesses across all the seven states, capturing their stories before and after TEF-BADEA support.
- c. Demonstrates how Programme's model; training, mentoring, funding, and access to networks and markets, transformed their lives, and economies at scale.

## B. 5-Minute Cut (Short Feature)

Purpose: High-level storytelling for events and presentations. Content should include:

- a. Introduction to the project and its goals
- b. Beneficiary stories (short profiles)
- c. Key results and impact
- d. Light narration to guide the story
- e. Emotional and inspiring tone

## C. 60 seconds version

**Purpose: a 60-second video shot in portrait –style and can** be used for social media promotion and audience engagement.

Content should include:

- a. Strong emotional hook (opening scene/interview quote)
- b. Quick snapshots of beneficiaries across states
- c. Visual highlights of business activities
- d. Brief voiceover or text introducing the project
- e. Call to action or closing message

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## Expected Outcomes / Terms of Reference

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### The Documentary should:

- Showcase the impact and success of the 2022 BADEA project
- Showcase the TEF-BADEA partnership as one that should be continued.
- Give audiences a clear understanding of how TEF is **creating prosperity by investing in African entrepreneurs**.
- Keep TEF **top of mind** with potential partners, investors and key stakeholders.
- Position TEF as one of the **premium go-to partners** for development projects in Africa related to entrepreneurship and social development.
- Make the TEF brand so **aspirational** that strategically aligned organisations want to be affiliated with us.
- Boost TEF's affinity with all members of its network: Board, HH Group, partners, alumni, mentors, staff, and friends of TEF.
- Inform audiences about TEF's values and mission, and how these align with their own.
- End with a **clear call-to-action** to partner, support, or apply.

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## Target Audience

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The documentary is primarily intended to showcase the impact of the 2022 TEF Entrepreneurship Programme for BADEA, as well as the importance of partnerships with the Tony Elumelu Foundation.



The documentary is also targeted at medium- and long-term players in the global entrepreneurship ecosystem who are passionate about Africa and wish to empower African entrepreneurs through capacity building, mentoring, networks, tools and seed capital:

Private sector entities – large corporations, multinationals, professional associations.

Public sector entities – governments, public agencies, legislators, policymakers.

Global development agencies – multilateral and bilateral institutions, INGOs.

Individual contributors – high net worth individuals and philanthropists.

African entrepreneurs (present and future beneficiaries).

Internal audiences – TEF Board, HH Group executives and staff.

## Production Format

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- Master **30-minute documentary**.
- Additional cuts: **5-minute and 60-second** versions.
- **All versions subtitled in English, French and Portuguese.**
- Broadcast-quality and digital-optimised formats.

## Messages

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### Core creative messages (for guidance):

- *“Empowering Young African Entrepreneurs.*

## Action Response

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- **FEEL:**  
Emotionally moved and inspired by the real stories of African entrepreneurs whose lives, families and communities have been transformed through TEF.
- **THINK:**  
Gain a deeper, evidence-backed understanding of TEF's model and impact, and see entrepreneurship as a powerful, scalable solution to Africa's development challenges.
- **DO:**
  - For partners: Engage TEF for collaboration and co-funding.
  - For entrepreneurs: Be empowered by TEF
  - For wider audiences: Share, advocate, and support TEF's work.

## Scope of Work

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The selected vendor will be responsible for:



- Reviewing TEF's past productions and key impact assets for a clear understanding of TEF's voice, messaging and visual standards.
- Presenting a **script / storyline and Director's Treatment** to ensure the production team achieves the objectives listed in this document.
- Proposing a documentary structure and detailed script outline for approval.
- Filming interviews and capturing on-site footage of selected entrepreneur businesses across the seven states.
- Producing a high-resolution visual with strong creative use of **footage, photos, text and infographics**.
- Managing sound design, music, colour grading, voiceover and final mix to broadcast standard.
- Delivering final cuts in agreed formats and languages within the agreed timeframe.
- Producing and delivering the required cuts (30, 5, 1 minute) with subtitles.

## Deliverables

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### Pre-Production

- Detailed **timeline/roadmap** for documentary, with dependencies.
- Preliminary storyline, Director's Treatment and visual mood board for approval.
- Draft scripts and narrations for feedback.
- Final scripts and narrations for approval.

### Production

- Rough cut for internal review.
- Fine cut incorporating TEF feedback.
- Final cut for Founder approval.

### Post-Production

- Final cut & documentary versions in agreed formats, plus:
  - All language versions (subs as required).
  - All materials used (rushes, graphics, animations, project files) in **locked and editable** formats.
  - Delivery via links or hard drives, allowing download without compromising quality.

## Timeframe

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8 weeks from commencement of the documentary.

## Intellectual Property

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All information pertaining to this project (documentary, audio, digital files, project documents, etc.) belonging to The Tony Elumelu Foundation **and BADEA**, which the production company may come into contact within the performance of its duties, shall remain the property of The Tony Elumelu Foundation. TEF shall have **exclusive rights** over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in any manner without TEF's prior written consent.

## Recommended Presentation of Technical Proposal

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Applicants' proposals must address all requirements detailed in this Terms of Reference and must clearly address:

1. Documentary Production (8-week project).

## Technical Proposal Evaluation (Summary)

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S/N	Technical Proposal Evaluation	Score Weight	Points Obtainable
1	Production company expertise	30%	30
2	Proposed project execution plan (Documentary)	40%	40
3	Team structure and key technical personnel	30%	30
	<b>Total</b>	<b>100%</b>	<b>100</b>

### Production Company Expertise (30)

- Reputation / credibility / reliability – 10
- Quality assurance and risk management processes – 5
- Three sample works of past similar projects (documentaries) – 10
- Recommendation notes from two reputable clients – 5

### Proposed Project Execution Plan (40)

- Demonstrated understanding of the task and objectives – 10
- Scope of work and critical aspects addressed in sufficient detail – 15
- Clear, compelling creative and realistic execution approach – 15

### Team Structure and Key Technical Personnel (30)

- Film Director's qualifications and relevant professional experience – 10
- Qualifications and experience of assigned professional staff (scriptwriter, DP, sound, editor, animator, etc.) – 10
- Experience and achievements of the creative team (CVs and samples) – 10

## Technical Expertise Requirement

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### Minimum Organisation Technical Requirements

- Demonstrated ability in video development and scriptwriting (minimum 5 years).
- Experience with professional video production and post-production software.
- Access to creative design teams for infographics and animation.
- Proven multi-country production or coordination experience (an advantage).

### Expected Functional Competencies

- Accountability
- Planning and organisation
- Creativity and storytelling excellence
- Technological awareness
- Agility and reliability in delivery

## Reference Materials

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Past PRODUCTION TEAMS & Documentaries (for reference):

- TEF Impact, 2018: <https://www.youtube.com/watch?v=t14xCnnYOXw>
- TEF Documentary, 2018: <https://www.youtube.com/watch?v=DRk8uTRrwKI>