



REQUEST FOR PROPOSAL (RFP) – THE TONY ELUMELU FOUNDATION (TV COMMERCIAL PRODUCTION)

Briefing Form

Project Name: TEF TV Commercial to demonstrate impact

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Date: August 7, 2023

Organisation: The Tony Elumelu Foundation

Expected Completion Date: August 7, 2023

Processing Number: 2023.07.08

Transaction Number: A022203344

Summary:

- The Tony Elumelu Foundation 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.
- Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 1.5 million young Africans on its digital hub, TEFConnect,
- and disbursed nearly USD\$100 million in direct funding to 18,000 African women and men,
- who have collectively created over 400,000 direct and indirect jobs.

- 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.
- The Foundation's ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent.
- The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union, United Nations Development Programme, the International Committee of the Red Cross, the United States Government via the United States African Development Foundation (USADF), The Organisation of African, Caribbean and Pacific States (OACPS), The French Development Agency (AFD), The German Development Finance Institution (DEG), The German Agency for International Cooperation (GIZ), The African Development Bank (AfDB), and Google, with bespoke programmes including targeting female empowerment and growth in fragile states.
- The TV commercial should showcase TEF's demonstrated impact from 2010 till date, with special focus on the TEF Entrepreneurship Programme, through which the Foundation has since its 2015 launch, trained over 1.5 million young Africans on www.tefconnect.com - Africa's largest digital entrepreneurship ecosystem - and disbursed nearly USD\$100 million in direct funding to over 18,000 African women and men, who have collectively created over 400,000 direct and indirect jobs.

Objectives of this Project

The objective of this project is to produce a **30-sec** and **60-sec TV commercial** that creatively communicates and showcases the impact of the Tony Elumelu Foundation, its flagship Entrepreneurship Programme's best practices and successes of the program, as well as call for support from future funding donors, development partners, and expert mentors. In detail, the TVC will:

- **Demonstrate TEF's impact, track record and credibility**, by highlighting specific proof points of what we have achieved for individuals and communities since inception in 2010. This includes verifiable statistics and data demonstration, as well as testimonials or endorsements that highlight effectiveness of TEF's programmes and initiatives;
 - See [HERE](#), our impact report from 2010 – 2015.
 - See [HERE](#), our impact report from 2015 – 2021.



- **Reach prospective partners who will partner with us to expand our work, our voice, and our impact** for the next decade. (Prospective Partners include multilateral development agencies, bi-laterals, governments, private sector and global philanthropies).
- **Amplify our messaging in a way that does not overshoot or undershoot our unique value proposition** which is – identifying, training, coaching, mentoring and funding young African entrepreneurs, in addition to giving them access to key networks and markets.
- **Deepen our impact narrative** by demonstrating proof of credibility and integrity, by strongly showcasing TEF’s direct and indirect impact – through jobs creation, revenue generation, poverty eradication and women’s economic empowerment – across all 54 African countries
- **Display proof of eligibility** by showcasing enlisted partners who have contributed to our scaled impact, as well as highlighting the broad scope, inclusion, and diversity of our empowerment.
- **Highlight the urgency of the identified problems that TEF wishes to solve on the continent** (youth employment, poverty, youth restiveness, migration etc.) and communicate the multiplier effect of our intervention in addressing and resolving competing issues that our potential partners may be considering. To put it simply, partnering with TEF to empower additional entrepreneurs will help to solve food insecurity, extremism, lack of jobs, digital inclusion, climate crisis, migration, environmental pollution, inequitable healthcare access, women’s economic exclusion, etc.
- Amplify the Foundation’s core objectives of “**poverty alleviation, job creation and women economic inclusion**”.
- **Boost awareness of the Tony Elumelu Foundation’s Entrepreneurship Programme and previous programmes.**
- **Reinforce TEF’s contribution to Africa’s changing narrative.**

Expected Outcomes/ ToR:

The TVCs should:

- Showcase TEF as a credible, progressive, and sustainable organization with a clear vision and mission.
- Give our audience a clear understanding of how TEF is creating prosperity by investing in African entrepreneurs, through our Programmes.
- Keep TEF top of mind with potential partners, investors etc,



- Uphold TEF as one of the premium go-to partners for development projects in Africa, relating to entrepreneurship and social development.
- Make the TEF brand so aspirational that strategically aligned organisations/entities want to be affiliated with us.
- Boost TEF's affinity with all current and past members of its network: friends, partners, board members, alumni, mentors, staff, and so on.
- Inform TEF's audience about our values and mission, and how they align with the values and mission of our audience.
- A call-to-action for our audience to get involved or support us in some way.

Target Audience:

Our TVCs are targeted at all like-minded medium and long-term players in the global entrepreneurship ecosystem, who are passionate about Africa and wish to empower African entrepreneurs with support such as: capacity building, mentoring, access to networks, access to tools and resources, and seed capital funding. Their profile may look like:

- **Private sector entities** – Large corporations, multinationals, and professional associations
- **Public sector entities** – government bodies/ administrations / legislators
- **Global development agencies** – international non-governmental aid organisations.
- **Individual contributors** - High Net Worth Individuals
- **African entrepreneurs**
- **Internal audience** – Board members and HH Group Staff.

Production Format:

- 30-sec and 60-sec cuts for social and digital media



- All cuts will be made available in TEF's 4 official languages (English, French, Portuguese & Arabic)

Messages:

- Core message for creative guidance
 - The TEF Impact; 13 years of Empowering African entrepreneurs.
 - Partner with us to empower more African entrepreneurs
 - Apply on TEFConnect

Action Response:

- **FEEL:** The messaging must be emotional, awe-inspiring and must strongly resonate with our target audience.
- **THINK:** the TVC must be insightful and change our audience's perspective of how to engage with Africa. The TVC should hold our truth of what Africa's current realities are, and what they can be if our audience decide to partner with us.
- **DO:** Apply/ Join Us Now!

Scope of Work:

The selected vendor will be responsible for:

- Reviewing TEF's past TVCs for clear understanding of TEF's voice & messaging
- Present a script/ storyline to ensure TVCs achieve the objectives listed in this document
- Review and clean-up of past TEF videos, as needed, to fit the TVC narrative
- Film interviews of TEF Stakeholders (founder, co-founder, trustees, CEO, team, beneficiaries, etc, as needed.



- Produce TVCs in high resolution, with creative use of photos, text, animation and infographics
- Sound engineering, video grading, film editing, music, animation, voiceover, and any relevant audio-visual aids for capturing and showcasing TEF impact
- Film interviews with key stakeholders: TEF founder, TEF co-founder, TEF CEO, members of the board of Trustees, partners, staff, mentors, and any relevant stakeholder, as necessary
- Develop interview guides/ script for interviewing key stakeholders.

Deliverables

- Pre-production
 - Submission of detailed timeline/roadmap for the production of the TVCs' production with dependencies captured, while considering the completion date
 - Submission of preliminary storyline for approval
 - Submit draft scripts and narrations of the TVC for feedback
 - Submitting the final scripts and narrations for approval
 - Review all past TEF TVCs and past videos provided by TEF
- Production
 - Submit first draft of TVCs for comments/ feedback
 - Incorporate feedback and revert (as needed)
 - Present the final production of high quality TVC with engaging infographics and animations that depict TEF impact to TEF founder for final approval
 - Produce 30s and 60s videos with captions in all 4 TEF official languages (English, French, Portuguese, and Arabic)
- Post-production
 - Share final (and all versions) of the TVCs via links, to allow for download without compromising quality.

Timeframe

- The project is expected to run for a 3-week timeframe.

Intellectual Property

All information pertaining to this project (TVCs, audio, digital, cyber, project documents, etc.) belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who 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 whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation Of Technical Proposal

Applicants' proposal document must address all requirements detailed out in the terms of reference.

S/N	Technical Proposal Evaluation (Summary)	Score Weight	Points Obtainable
1.	Production company expertise	30%	300
2.	Proposed project execution plan	40%	400
3.	Team Structure and Key technical personnel	30%	300
		100%	1000

Technical Expertise Requirement

Minimum Organisation Technical Requirements

- Demonstrated ability in video development and script writing (a minimum of 5 years and above)
- Experience in the usage of video software packages
- Creative design teams on infographics and animation

Expected Functional Competency

- Accountability
- Planning and Organization
- Creativity
- Technological awareness



- Agility in delivery

Past TVCs & Documentaries, For reference:

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

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

2017 TEF TVC: <https://www.youtube.com/watch?v=WEPqoYUw5Zw>

2019 TEF TVC: <https://www.youtube.com/watch?v=s0nSCzI4Izw>

2020 TEF TVC: <https://www.youtube.com/watch?v=AdV16eybrEE>

2022 TEF TVC: <https://www.youtube.com/watch?v=fOb76IRkXIw>