



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

Briefing Form

Project Name: TEF's 15 Years of Impact TV Commercial & Documentary

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Proposal Submission Deadline: December 26, 2025

Organisation: The Tony Elumelu Foundation

Expected Completion Date: TVC Production: 3 weeks from commencement
Documentary Production: 12 weeks from commencement (following successful TVC delivery)

Summary:

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 24,000

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. The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union (EU), United Nations Development Programme (UNDP), 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.

To celebrate this milestone, TEF is commissioning a one-hour documentary to highlight its journey, impact, and the stories of the entrepreneurs empowered through its programmes. The documentary should also deliver 60-second, 5-minute, 15-minute, and 30-minute cuts for various platforms and audiences.

Objectives of this Project

A. TVC (Performance Test – 60 seconds)

The objective of the TVC is to produce a **60-second film** (with cut-downs) that:

- Creatively communicates and showcases the impact of the Tony Elumelu Foundation and its flagship Entrepreneurship Programme.
- Positions TEF as a **globally relevant, African-led philanthropy** shaping the continent's development agenda.
- Acts as a **New Year message** from the Founder and the Foundation to Africa and the world.
- Demonstrates the production company's capability, storytelling strength, and reliability under tight timelines, as a **performance test for the documentary**.

In detail, the TVC will:

1. **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.
2. **Reach prospective partners** who will collaborate with TEF to expand our work, voice and impact for the next decade (multilateral agencies, bilaterals, governments, private sector, and global philanthropies).

3. **Deepen TEF's impact narrative** by showcasing direct and indirect impact – job creation, revenue generation, poverty reduction, women's economic empowerment – across all 54 African countries.
4. **Highlight the urgency of the problems** TEF seeks to solve (youth unemployment, poverty, instability, irregular migration, climate vulnerability, digital exclusion, etc.) and show the multiplier effect of empowering entrepreneurs to address these challenges.
5. **Amplify TEF's core objectives** of poverty alleviation, job creation and women's economic inclusion.
6. **Boost awareness** of the TEF Entrepreneurship Programme and previous programmes and direct audiences to **TEFConnect** as the central platform.

B. Documentary (60 minutes)

The objective of the documentary is to produce a **one-hour, world-class film** that:

- Tells TEF's 15-year journey from vision to impact, anchored in Africapitalism.
- Follows real entrepreneurs and their businesses across multiple African countries, capturing their stories before and after TEF support.
- Demonstrates how TEF's model; training, mentoring, funding, and access to networks and markets, is transforming lives, communities, and economies at scale.
- Inspires current and prospective partners, funders and policymakers to collaborate with TEF.
- Serves as a **signature legacy asset** for the Founder, the Foundation, and its partners.

The documentary should also deliver **60-minute, 30-minute, 15-minute, 5-minute and 60-second cuts** for various platforms and audiences.

Expected Outcomes / Terms of Reference

TVC & Documentary should together:

- Showcase TEF as a **credible, progressive and sustainable organisation** with a clear vision and mission.
- 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.

Target Audience

The TVC and documentary are 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

TVC

- **60-second hero film** for broadcast and digital.
- Cut-downs for social and digital media (e.g. 30s, 15s, 10s).
- All versions to be available in **TEF's four official languages**: English, French, Portuguese, Arabic.

Documentary

- Master **60-minute documentary**.
- Additional cuts: **30-minute, 15-minute, 5-minute and 60-second** versions.
- All versions subtitled in English, French, Portuguese and Arabic.
- Broadcast-quality and digital-optimised formats.

Messages

Core creative messages (for guidance):

TVC

- "Apply now on www.TEFConnect.com"
- "The Tony Elumelu Foundation: Empowering Young African Entrepreneurs"

Documentary



- “15 Years of Empowering African Entrepreneurs.”
- “Partner with us to empower more African entrepreneurs.”

Action Response

- **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: Apply via TEFConnect.
 - For wider audiences: Share, advocate, and support TEF's work.

Scope of Work

TVC (3 Weeks – Performance Test)

The selected vendor will be responsible for:

- Reviewing TEF's past TVCs 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 TVC achieves the objectives listed in this document.
- Proposing a **visual language and narrative arc** that can scale into the longer-form documentary.
- Filming key interviews and/or performance scenes as required (e.g. Founder, Co-Founder, entrepreneurs, visual metaphors, etc.).
- Producing a high-resolution TVC with strong creative use of **footage, photos, text, animation 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 3-week timeframe.

Documentary (12 Weeks – Subject to TVC Success)

The selected vendor will be responsible for:

- Reviewing TEF documentaries, impact reports, and success stories to design a coherent documentary narrative.
- Developing a **multi-country production plan**, including location shortlisting, country clusters, and local crew strategy.
- Proposing a documentary structure (chapters/acts) and detailed script outline for approval.



- Filming interviews and capturing on-site footage across selected countries, including:
 - Founder, Co-Founder, CEO, Trustees.
 - Alumni, mentors, partners and staff (past and present).
 - Entrepreneur businesses and communities across regions.
- Integrating **high-quality visuals, animations and infographics** to represent TEF impact.
- Producing and delivering the required cuts (60, 30, 15, 5, 1 minute) with subtitles.

Deliverables

Pre-Production (TVC & Documentary)

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

Production

- For TVC:
 - First cut of 60s TVC and cut-downs for comments/feedback.
 - Revised cuts incorporating feedback.
 - Final production of high-quality TVC with infographics and animations, for Founder's approval.
- For Documentary:
 - Rough cut for internal review.
 - Fine cut incorporating TEF feedback.
 - Final cut for Founder approval.

Post-Production

- Final TVC & 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

- **TVC Production:** 3 weeks from contract commencement.
- **Documentary Production:** 12 weeks from commencement of Phase 2 (documentary engagement), subject to TEF's approval following the TVC.



Intellectual Property

All information pertaining to this project (TVC, documentary, audio, digital files, project documents, etc.) belonging to The Tony Elumelu Foundation, which the production company may come into contact with in 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

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

1. TVC Production (3-week project)
2. Documentary Production (12-week project), with confirmation that the **TVC will serve as a performance test**.

Technical Proposal Evaluation (Summary)

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

Production Company Expertise (30)

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

Proposed Project Execution Plan (40)

- Demonstrated understanding of the task and objectives (TVC and documentary) – 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

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

Past TVCs & Documentaries (for reference):

- TEF Impact, 2018: <https://www.youtube.com/watch?v=t14xCnnYOXw>
- TEF Documentary, 2018: <https://www.youtube.com/watch?v=DRk8uTRwKI>
- 2017 TEF TVC: <https://www.youtube.com/watch?v=WEPqoYUw5Zw>
- 2019 TEF TVC: <https://www.youtube.com/watch?v=s0nSCzl4Izw>
- 2020 TEF TVC: <https://www.youtube.com/watch?v=AdV16eybrEE>
- 2022 TEF TVC: <https://www.youtube.com/watch?v=fOb76IRkXlw>