Creative Production

August 23, 2021

To All Prospective Bidders:

Sesame Workshop is seeking a qualified production company in Guatemala to produce five (5) live action films (LAFs) in Spanish and Maya K’iche’ for Sesame Workshop’s Limpios&Felices (WASH UP!) initiative.

About Sesame Workshop (SW)

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the pioneering television show that has been reaching and teaching children for over 50 years.

Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder.

We’re present in 150+ countries, serving vulnerable children through a wide range of programs, all of which are grounded in rigorous research and tailored to the needs and cultures of the communities we serve.

About Limpios&Felices (WASH UP!)

Sesame Workshop’s WASH initiative, Limpios&Felices, seeks to improve the knowledge, attitudes and behaviors of girls, boys and school communities on issues of water, sanitation and hygiene, using entertaining and playful materials.

Limpios&Felices promotes positive attitudes and behaviors such as drinking safe water, using toilets, washing hands, personal hygiene, among others. The program's content features beloved characters from Sesame and is delivered through playful materials that support group learning.

During 2021-2023, in alliance with Catholic Relief Services (CRS), and within the framework of the Learning for Life program, funded by the United States Department of Agriculture, Limpios&Felices will be implemented in Totonicapán, Guatemala.
Target Audience

Children aged 6 to 11, caregivers and educators in Totonicapán, Guatemala, specifically 6 municipalities: San Andrés Xecul, San Bartolo, Momostenango, Santa Lucía la Reforma, Santa María Chiquimula and the departmental head of Totonicapán.

Live Action Films

Live Action films (LAFs) are documentary films of maximum 3 minutes in length. LAFs show local boys, girls and adults talking and practicing positive behaviors around water, sanitation and hygiene.

Sesame Workshop will produce 5 live action films, in which behaviors relevant to the needs of Totonicapán’s girls and boys are presented. Each LAF will center around one of the 7 themes described below:

1. Water care and reuse
2. Correct technique and critical moments of hand washing
3. Personal hygiene routine (bathing, brushing teeth, washing hands, cutting hair and nails and changing clothes)
4. Balanced diet
5. Food preparation
6. Methods for treating water: boil, chlorinate and filter
7. Waste management and garbage recycling

SW will prioritize 5 of the 7 themes above to produce a total of five LAFs of up to 3 minutes in length.

As part of the contextualization of the materials, the videos will be in Spanish and Maya K’iche’, and must reflect the reality and diversity of Totonicapán’s municipalities and population.

Limpios&Felices’ live action films references:

Limpios&Felices website:

https://sesamo.com/limpios/

Limpios&Felices existing live action films:

https://www.youtube.com/watch?v=vPNBwrSnjok

https://www.youtube.com/watch?v=TRlqjyjamw0
Scope of Work

Produce five (5) live action films for Sesame Workshop’s Limpios&Felices initiative in both Spanish and Maya K’iche’. Production will take place in Totonicapán, Guatemala, the 6 municipalities specified in Target Audience (above).

Besides production, the contractor will write the scripts based on the topics provided by SW. SW will review and approve such scripts before production is to take place.

The contract period for the Scope of Work contained within this RFP will be approximately October 1, 2021, to June 1, 2022. Final deliverables must be delivered to SW on or by June 1, 2022.

Please submit a proposal and a quote for the production of 5 LAFs to Stephanie Akiki, stephanie.akiki@sesame.org no later than September 6, 2021.

Disclaimers and terms of this RFP

A. Sesame Workshop will not compensate offerors for preparation of their response to this RFP. All expenses incurred in the preparation of the Proposal in response to this RFP is at your sole cost and responsibility.

B. This RFP does not guarantee a resulting contract and Sesame Workshop is under no obligation to offerors unless and until a written agreement is signed by Sesame Workshop and offeror.

C. Sesame Workshop may withdraw or amend this RFP at any time.

D. This RFP may result in one or more contracts for parts of activities.

E. Sesame Workshop may request additional rounds of responses based on more detailed instructions or requirements.

F. Information provided by Sesame Workshop in connection with the RFP process, including this document, is confidential to Sesame Workshop. Proposals produced under this RFP belong to Sesame Workshop. Any distribution of such Proposals must first have written authorization from Sesame Workshop.

G. Offerors are not entitled to any compensation or payment for any submission to Sesame Workshop or Sesame Workshop’s use of such submission for any purpose. Offerors acknowledge that Sesame Workshop in good faith will have the sole discretion to determine whether any compensation is due to offerors for use of any submitted materials. Offerors recognize that any creative materials, concepts, ideas and techniques that are disclosed to Sesame Workshop may be similar or identical to, in whole or in part, to creative materials, concepts, ideas and techniques already developed, in development, or to be developed in the future by Sesame Workshop.
H. Offeror will retain a copy of its Proposal and hereby releases Sesame Workshop from any liability for loss of, or damage to the copy of the Proposal that is submitted to Sesame Workshop.

I. All intellectual property and related materials provided to offeror by Sesame Workshop shall remain the sole and exclusive property of Sesame Workshop and no license is granted to offeror other than as may be necessary for offeror to prepare and submit its Proposal hereunder. The offeror understands and agrees that Sesame Workshop is entitled to use any part of the Proposal which is not concrete or does not itself constitute protectable and/or copyrightable property without compensation to the offeror.

J. No work may be subcontracted out on this proposal, unless otherwise agreed to by Sesame Workshop.

K. Any contract to be entered into between Sesame Workshop and an offeror will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop.

L. The cost estimate and proposed timeline and all other terms and conditions stated in your Proposal must remain valid for 180 days from the date of delivery of the Proposal to Sesame Workshop.

By signing below, you acknowledge and agree to the foregoing terms.

Name (Print): ________________________________

Signature: ________________________________

Date: ________________________________