



REQUEST FOR PROPOSAL (RFP)

**Ukraine Live Action Films (LAFs) Production
November 2022**

Introduction

Sesame Workshop (SW) is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, SW is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org | sesameworkshop.org/donate/criticalresponse

SW has partnered with OTI/USAID to expand access to quality, playful, inclusive, and contextually appropriate early childhood education for young children affected by the crisis in Ukraine. This partnership aims to support OTI/USAID reach its goal to contribute to the improved social emotional learning (SEL), increased opportunities for playful learning, improved inclusive environments, and increased positive self-concept to young children and caregivers in Ukraine and bordering areas with a high refugee concentration.

Objective

Over the course of the 5-months activity, starting in September 2022, SW is implementing the *Ukraine Response Project* (the "Project") leveraging SW's unique approach combining locally driven, needs based, crisis-sensitive, and age-appropriate interventions to achieve overall goal and Strategic Objectives.

The overall goal for *the Project* is to expand access to quality, playful, inclusive, and contextually appropriate early childhood education materials for young children and caregivers affected by the crisis in Ukraine.

This will be achieved through the two Strategic Objectives (SOs) defined as follows:

- SO1: Creation and distribution of targeted, inclusive content for war-affected families and caregivers.
- SO2: Improve the social and emotional well-being of war-affected families in Ukraine through engaging content.

Invitation for Proposal

SW is seeking proposals from Ukrainian production companies, filmmakers, or media organizations to produce **5 x Live Action Films (LAFs, mini-documentary style films)** with Ukrainian children and families for *the Project*. These films will be child-facing with a focus on **Positive Identity** and will complement *the Project's* other deliverables, including Muppet, Animation, and caregiver-facing content, centering on the SOs.

It is our intention to select the appropriate production company/organization shortly with the aim of producing these five high-quality, engaging, and educational LAFs. Proposals will be evaluated against technical evaluation criteria listed in Application and Submission Information, and by value for cost.

[Creative Guidelines](#)

The Project's 5 x Live Action Films (LAFs) will focus on the Strategic and Educational Objective of the program, **Positive Identity**.

The following production deliverables for *the Project* should be included in the proposal:

- Production (all stages):
 - 5 x 1.5 - 2 min LAFs (mini-documentary style and song segments) to be produced throughout Ukraine and bordering areas with a high refugee concentration
- Delivery by February 2023

Production Company will be expected to provide:

- All equipment, personnel and facilities required for production and post
- Detailed production and delivery schedule
- Detailed storyboard and location scout prior to shooting
- Voiceover script and scratch track (if applicable)
- Location and personal release forms for all talent
- Background music and effects (buyouts for worldwide usage in perpetuity)
- Production photography (where possible)
- Master outputs per SW technical specs (broadcast quality & screeners; specs to be provided during contracting)

In the proposal, please identify a creative approach to delivering on the production of these engaging and educational LAFs for the children, families, and caregivers living in and displaced from Ukraine. Please refer to and consider in the proposal the [Brand Attributes](#), [Summary of Educational Objective](#), and [Target Audiences](#) outlined below in this RFP, as well as outline your understanding of the needs of the children and their caregivers throughout Ukraine.

NOTE: Prior to the commencement of production on *the Project*, SW will provide onboarding for the selected production company, to ensure training in SW model and established production approach, with expectation of building on the existing strong storytelling, creative and technical production expertise of the selected production company.

Sesame Workshop will also provide:

- Project background, objectives, and messaging (included in this RFP)
- Template for scripts and personal release forms
- [SW - LAF Best Practices Reel](#)
- SW - LAF Examples

Sesame Workshop Brand Attributes

Please consider Sesame Workshop’s brand attributes in your proposal’s development:

Real: A relevant and honest presentation of emotions that also respects the emotions of others.

Heartfelt: A welcoming environment where people care about one another and are encouraging, hopeful, and open.

Simple: Visuals and language that are uncomplicated, uncluttered, and direct.

Furry: Loveable, huggable characters that are central to any presentation.

Funny: Funny, silly, surprising situations, characters, language, and ideas that engage the audience.

Summary of Educational Objective

The Project’s 5 Live Action Films will focus on **Positive Identity**.

<p>WHAT IT IS: Understanding and feeling pride in one’s own culture, customs, traditions; positive self-concept</p> <p>WHAT IT LOOKS LIKE:</p> <ul style="list-style-type: none">•Recognizing the positive identity of self and others•Positive affirmations about one’s group identity•Collective affirmations about a group <p>WHAT IT SOUNDS LIKE:</p> <ul style="list-style-type: none">•I have beautiful traditions•I have delicious foods•I can tell other people about me•I can tell people about what I’m good at doing•I love/am_____. I’m proud to be me.	<p>EXAMPLES:</p> <ul style="list-style-type: none">•Songs, dance, and music•Language/dialects•Family and family history•Food (e.g., borscht)•Holidays•Geography and regions/cities•Culture•Maps (e.g. map of Ukraine)•Traditions/customs (e.g. painted eggs)•Mental/emotional characteristics (e.g. bravery, support, sharing, sympathy, unity)•What we look like/who I look like in my family•What we like to do•Grounded in family: I do this because my mom did it, her mom did it (children may not have many memories of holidays, but they understand the concept of family)
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Target Audiences

- Ukrainian Children ages 3 to 8 living in Ukraine and those that are displaced.
- Parents, adult family members, and caregivers of children ages 3 to 8.

APPLICATION AND SUBMISSION INFORMATION

Submission Dates and Contact

All Proposals in English are due via email by **November 30, 2022**.

Please submit your Proposal to: Estee Bardanashvili: estee.bardanashvili@sesame.org

RFP Distributed	November 11, 2022
Intent to Submit Form due	November 20, 2022
Questions due to Sesame Workshop	November 25, 2022
Proposal due	November 30, 2022
Acceptance of Proposal	December 5, 2022
Final Delivery of the 5 LAFs	February 1, 2023

Proposal Requirements

Please provide the following items with your submission:

- Creative and technical proposal for Live Action Films
- Complete cost estimate / budget
- Proposed production schedule
- Samples of work
- References

Evaluation Criteria

- Creative drive and quality of the proposal as it aligns with the project's objectives outlined in the Project Overview section of this document.
- Production capacity as well as range and depth of experience in children's and/or family programming, documentary films and creative storytelling.
- Cost estimate of the proposed concept
- Financial stability of the organization (as evidenced by number of years in business, third-party relationships, etc.)

Sesame Workshop intends to accept the proposal that offers the "best value" in terms of creative and technical requirements and expertise, such as quality of sample works, cost, and past performance.

Proposals may be accepted on the basis of initial offers received, without discussions. Each initial offer should contain the offeror's best terms from a price and technical standpoint.

DISCLAIMERS AND TERMS OF THIS RFP

1. Sesame Workshop will not compensate offerors for preparation of their response to this RFCN. All expenses incurred in the preparation of the Proposal in response to this RFP is at your sole cost and responsibility.
2. Sesame Workshop will not be responsible to facilitate any Visa, access letter or local authority approvals for the Production Company, for implementation of any of the proposed tasks / activities.
3. 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.
4. Sesame Workshop may withdraw or amend this RFP at any time.
5. This RFP may result in one or more contracts for parts of activities.
6. Sesame Workshop may request additional rounds of responses based on more detailed instructions or requirements.
7. Information provided by Sesame Workshop in connection with the RFP process, including this document, is confidential to Sesame Workshop. Proposals produced under this RFCN belong to Sesame Workshop. Any distribution of such Proposals must first have written authorization from Sesame Workshop.
8. Unforeseen changes in funding or the Project may result in rescission of an award prior to signing a contract.
9. 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.
10. 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.
11. 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. 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.
12. No work may be subcontracted out on this proposal, unless otherwise agreed to by Sesame Workshop.
13. 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.
14. 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.



FORM FOR INTENT TO SUBMIT

Name of Submitting Entity: _____

Address: _____

Principal Contact: _____

Submitting Entity has received a Request for Proposal from Sesame Workshop regarding production for *Ukraine Response Project*. By signing below and submitting this form, Submitting Entity acknowledges that it intends to submit a proposal and that it agrees to all of the terms contained in the Request for Proposal.

Signature of Authorized Signatory for Submitting Entity