

REQUEST FOR PROPOSAL (RFP) FOR VIDEOGRAPHY CONSULTANT

1. Invitation

NCBA BANK RWANDA PLC invites qualified independent contractors or consultants to submit proposals for providing videography services. This service aims to support NCBA's marketing objectives and enhance brand awareness and engagement through authentic, targeted, and innovative video content creation.

2. Profile of Contractor

NCBA seeks an independent individual consultant with a recognized professional profile and clear digital visibility on social media within the field of videography. The ideal candidate will demonstrate specialized expertise through a portfolio or work samples that showcase high-quality content aligned with corporate standards.

3. Scope of Work and Responsibilities The selected videographer will:

1. Script, film, edit, and deliver three highlight videos per month (1-3 minutes in length).
2. Attend and cover NCBA events and activities as required for filming purposes.
3. Ensure the use of up-to-date and industry-standard technical filming equipment.
4. Adhere to NCBA's videography brand guidelines to ensure consistency in visual representation.
5. Deliver animated logos and incorporate animation into projects as required.

4. Key Industry-Standard Equipment Required

To ensure high-quality video production, the contractor must own the essential equipment required to carry out this task. Failing to present for work with the essential equipment during the course of the contract will lead to termination.

- Professional-grade video cameras capable of 4K resolution filming.
- Stabilization equipment (e.g., gimbals, tripods).
- Professional lighting kits suitable for both indoor and outdoor shoots.
- High-quality audio recording equipment (e.g., external microphones, lavalier microphones).
- High performance laptop with Advanced video editing software (e.g., Adobe Premiere Pro, Final Cut Pro) with animation capabilities (e.g., Adobe After Effects).

5. Evaluation Criteria

a) Qualifying Requirements:

Submissions lacking any of the following will be immediately disqualified:

- Registration documents.

- Tax clearance certificate.
- National ID
- Two letters of recommendation or certificate of completion for similar work completed.
- Management accounts for two consecutive years (2023 & 2024) **b) Price (40%)**
- Bidders must provide a price per month with an assumption that a contract to be signed will cover a period of two years.
- Financial proposals will be evaluated for cost-efficiency.

Note: The proposals at this level will be evaluated on a pass/fail basis, based on whether the required documentation has been provided.

c) Profile of Proposed Videographer (technical proposal) (60%):

- Bidders must submit social media profiles or portfolios showcasing at least 10 highquality video samples.
- Provide at least five samples of animation work.
- Work samples will be evaluated based on quality, creativity, and alignment with corporate visual identity.

6. Submission of Proposals

The bidders shall submit hard copies of their proposals to NCBAR Head Office at Kigali height 8th floor on **March 27th 2025 at 5PM.**

7. Responsibilities of the Bidder Bidders are expected to:

- Execute their duties with diligence and comply with NCBA's policies.
- Maintain the highest standards of professionalism.
- Ensure all deliverables align with NCBA's brand guidelines.

8. Contact

For inquiries, contact:

- **Email:** procurement.rwanda@ncbagroup.com
- **Tel:** +250 788149500

All inquiries must be directed to these contacts.