



Special Olympics Malta

Expression of Interest for

Marketing Agency Call

*Invitational Games of Special Olympics
Malta*

13th May – 18th May 2022

EOI: Ref SOM Malta 2022/04

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Offices at the National Pool Complex or sent to you via e-mail upon a formal request sent to
c.damato@specialolympicsmalta.org

For any clarifications, please contact the SOM via email on c.damato@specialolympicsmalta.org
or telephone on **21318648**. Offers, together with supporting documentation, must reach the Special
Olympics Offices via email on c.damato@specialolympicsmalta.org

Special Olympics Malta

National Pool Complex Floor 1, Maria Theresa Spinelli Str., Tal-Qroqq, Gzira, Malta. GZR 1712

Tel: +356 2131 8648 – Mob: +3569989 1687 – Email: info@specialolympicsmalta.org



1. Scope

The subject of this call is for the provision of the following services:

- Preliminary Meetings with the Contracting Authority.
- Development and Design Works of Campaigns, Digital Media Strategies and Conference Branding.
- Development of Traditional and Digital Media Management.
- Conferences, Events and other activities Filming (Photographer and Videographer);
- Animations.
- Media Buying.

The Submission Offer shall consist of the following:

Key Expert 1 - Marketing Consultant

The Marketing Consultant shall hold a bachelor's degree from an educational institution, at MQF Level 6 or equivalent, in Marketing, Digital Marketing, Communications, or equivalent.

Key Expert 2 - Design Consultant

The Design Consultant shall hold a bachelor's degree from an educational institution, at MQF Level 6 or equivalent, in the art of digital communication design, graphic design, communication sciences or visual communication or equivalent.

N.B. Qualifications at a level higher than that specified above will be accepted for eligibility purposes, provided they meet any specified subject requirements, or equivalent.

The same person can represent both roles provided that all the qualifications and skills for these positions are met by this same person.

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2. Timetable

	DATE	TIME
Date of Issue of this Expression of Interest	12/10/2021	3:00 pm
Deadline for request for any additional information from the Special Olympics Malta (SOM):	14/10/2021	11.00am
Last date on which additional information can be issued by the SOM	14/10/2021	11.00am
Deadline for Submission of Offers (unless otherwise modified in terms of Clause 10.1 of the General Rules Governing Tendering)	29/10/2021	11.00am
Offer Opening Session (unless otherwise modified in terms of Clause 10.1 of the General Rules Governing Tendering)	12/10/2021	3:00pm

* All times Central European Time (CET)

3. Criteria for Award

The sole award criterion will be the price. The contract will be awarded to the cheapest priced offer satisfying the administrative and technical criteria.

4. Objectives and Expected Results

Overall Objectives

The overall objective of the contract is to seek an economic operator who can provide the indicated services below. The economic operator will be responsible for the Special Olympics Invitational Games 2022 social media campaigns of events.

The economic operator shall provide the following services:

- Preliminary Meetings with the Contracting Authority.
- Development and Design Works of Campaigns, Digital Media Strategies and Conference Branding.
- Development of Traditional and Digital Media Management.

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- Conferences, Events and other activities Filming (Photographer and Videographer);
- Animations.
- Media Buying.

Specific Objectives

As per paragraph above.

Results to be achieved by the Contractor

1. Attractive material produced through professional graphical design services, development of campaigns, development of media strategies, traditional media strategies and digital media strategies and social media marketing.
2. Enhanced public engagement through digital marketing and traditional marketing.
3. Photographic, Video and Editing services when needed.

5. Scope of the Work

General

Project Description

The Contracting Authority is inviting interested parties (persons or company) hereinafter referred as the Consultant or Contractor to provide services related to the publicity for the ongoing works and projects at the Special Olympics Invitational Games 2022, including but not limited to:

- Disseminate information and promote the overall work that the Contracting Authority carries.
- Promote work related to the various ongoing projects.
- Create attractive material on a regular basis to reach out Malta's various stakeholders including the general public.
- Assist in the overall marketing plan of the Contracting Authority.
- Carry out series of promotional and information dissemination services.

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- Assist the Contracting Authority during events by providing the services of a photographer, videographer and live streaming when needed.
- Edit photos and videos when needed.

Geographical Area to be covered

Malta and Gozo

Target Groups

The General Public

6. Specific Activities

The following is a detailed list of tasks to be undertaken by the Economic Operator to achieve the objectives of this Call:

1. Preliminary meetings with the Contracting Authority

Once the Contractor is selected, an initial meeting is to be arranged between the Economic Operator and the Contracting Authority to discuss the Contractor's offer and provide him/her with the necessary project details and contacts. A preliminary meeting will be also organised between both parties before any planned event.

2. Development and Design of Campaigns, Digital Media Strategies and Conference Branding

The economic operator shall be responsible for the development of campaigns, digital media strategies and conference branding for the possible campaigns or events that can be organised through these months. The aim of the development and design is to help promote the work being carried out by the Contracting Authority to the General Public.

The economic operator shall provide to the Contracting Authority at least three (3) design options which should be approved by the Contract Authority in accordance to the brand guidelines provided.

The designs may be used on:

- i. Posters.
- ii. Correspondences.
- iii. Flyers/Brochures.
- iv. Adverts and other forms of digital advertising for social media, digital and physical newspapers.
- v. Press.

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- vi. Stands/Rollup banners.
- vii. Bill boards.
- viii. GIF animated slides.
- ix. Invitations.
- x. Any other additional promotional material associated with the event.

Printing is not considered as part of this call for tenders and shall not be quoted for.

3. Traditional and Digital Media Management

The traditional and digital media management will be responsible for the marketing strategies across the Contracting Authority's social media channels.

The economic operator should take care of the overall communication strategy including billboards, newspapers, magazines, and digital media.

The management of social media include postings, scheduling, and execution of the campaigns.

4. Conference, Events and Other Activities Filming (Photographer and Videographer)

The Economic Operator may, on occasion and with adequate advance notice, be required to provide photographic and video services during events and conferences organized by the Contracting Authority.

These services involve filming and editing of conferences and events.

A Photographer and a Videographer are expected to visit various projects and/ or events organised by the Contracting Authority located around Malta and Gozo (including both indoor and outdoor projects) and shoot high-resolution photographs and videos per project / event.

Both natural and artistic photos can be required since their ultimate purpose is for use on information and publicity material.

The photographs are to be taken in full colour by digital photography, with a high image resolution.

The videos are to be of size: HD (1920x1080 pixels), codec: H264 and format.mp4. Frame rates should match source material. Audio: 48000 Hz, Stereo, CBR, 24-bit depth and AAC codec. The Contractor will also be asked to film in a vertical format for Facebook and Instagram and therefore such videos are to be delivered at the respective aspect ratio.

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Any editing requirements will also be provided by the economic operator to ensure the highest quality image.

Background music for the videos is to be provided, when required. The background music has to be paid by the economic operator.

Short clips having a minimum of 40 seconds and maximum 120 seconds on each assigned project is to be prepared to be shared on social media (over and above the requested video, that might not be used for social media purposes).

The contracted company needs to be equipped to film at various locations, indoors and external, including in dimly lit underground venues and out at sea.

The contracted company must be willing to integrate any clips from Audio Visual shows provided by the project/s within the edited video.

It might also be required to add subtitles in both English and Maltese or both.

The Economic Operator will liaise principally with the Contracting Authority who shall be kept updated with the progress of this task and copied-in in all correspondence with the Contracting Authority.

In some cases, the Economic Operator might be asked to provide the Contracting Authority with a selection of the photographs/videos immediately after the shooting since they would need to be uploaded on the digital channels of the Contracting Authority.

The Economic Operator will be required to submit the photos and videos taken to the Contracting Authority on a series of DVDs or USBs each clearly labelled, with each image clearly identified.

The Contractor should note that the Contracting Authority will have the absolute copyright of the images. No watermarks, signatures or branding of any other sort is allowable.

The Contracting Authority shall not accept any images which do not follow these terms of reference, and which are not up to the Contracting Authority's satisfaction in terms of quality, clarity, and scope.

The Economic Operator will provide and arrange for his/her own transport to reach all destinations. All transport expenses inclusive of travelling time are to be incurred by the Economic Operator.

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5. Animations

The Economic Operator will need to prepare and deliver all types of animations (including static). Animation shall include illustration and graphic design, story boarding, voice over talent, background music and animation.

6. Media Buying

The economic operator is required to buy media as part of the overall marketing strategy to communicate the campaigns. The economic operator may buy media on newspapers, magazines, publications, TV, radio, and internet.

Assistance on social media through boosting (the amount of boosting for every post will be instructed by the contracting authority and paid separately at the end of every month).