

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

Briefing Form

Project Name: TEF's 15 Years of Impact Documentary

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Proposal Submission Deadline: December 27, 2024

Organisation: The Tony Elumelu Foundation

Expected Completion Date: April 25, 2025

Summary:

The Tony Elumelu Foundation 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.

Now at the end of its 10th year, the Foundation has met and surpassed its initial goal. Through its proprietary digital platform, TEFCConnect, 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 21,000 African women and men, who have collectively created over 800,000 direct and indirect jobs, and generated over \$4.2 billion in revenue.

The Foundation'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, United Nations Development Programme, 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 5-minute, 15-minute, and 30-minute cuts for various platforms and audiences.

Objectives of this Project

The objective of this project is to produce a one-hour documentary that will inspire current and prospective stakeholders, showcase our impact, and reinforce TEF's commitment to transforming Africa
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. **Showcase TEF's Unique Model of empowerment through entrepreneurship**:
Capture how TEF trains, mentors, funds, and connects young entrepreneurs across Africa, in addition to giving them access to key networks and markets.
3. **Inspire Future Engagement**: Appeal to prospective partners, funders, and beneficiaries.
4. **Promote TEFConnect**: Showcase its role as Africa's largest digital entrepreneurship platform.
5. **Amplify Impact Stories**: Feature testimonials from alumni, mentors, partners, and stakeholders, illustrating real-world success stories.

6. **Reach prospective partners who will partner with us to expand our work, our voice, and our impact** for the next decade. (Prospective Partners include multilateral development agencies, bi-laterals, governments, private sector and global philanthropies).
7. **Deepen our impact narrative** by demonstrating proof of credibility and integrity, by strongly showcasing TEF's direct and indirect impact – through jobs creation, revenue generation, poverty eradication and women's economic empowerment – across all 54 African countries
8. **Display proof of eligibility** by showcasing enlisted partners who have contributed to our scaled impact, as well as highlighting the broad scope, inclusion, and diversity of our empowerment.
9. **Highlight the urgency of the identified problems that TEF wishes to solve on the continent** (youth employment, poverty, youth restiveness, migration etc.) and communicate the multiplier effect of our intervention in addressing and resolving competing issues that our potential partners may be considering. To put it simply, partnering with TEF to empower additional entrepreneurs will help to solve food insecurity, extremism, lack of jobs, digital inclusion, climate crisis, migration, environmental pollution, inequitable healthcare access, women's economic exclusion, etc.
10. Amplify the Foundation's core objectives of "**poverty alleviation, job creation and women economic inclusion**".

Expected Outcomes/ ToR:

The documentary should:

1. Showcase TEF as a credible, progressive, and sustainable organisation with a clear vision and mission.
2. Give our audience a clear understanding of how TEF is creating prosperity by investing in African entrepreneurs, through our Programmes.
3. Keep TEF top of mind with potential partners, investors etc,
4. Uphold TEF as one of the premium go-to partners for development projects in Africa, relating to entrepreneurship and social development.
5. Make the TEF brand so aspirational that strategically aligned organisations/ entities want to be affiliated with us.
6. Boost TEF's affinity with all current and past members of its network: friends, partners, board members, alumni, mentors, staff, and so on.
7. Inform TEF's audience about our values and mission, and how they align with the values and mission of our audience.
8. A call-to-action for our audience to get involved or support us in some way.

Target Audience:

Our documentary is targeted at all like-minded medium and long-term players in the global entrepreneurship ecosystem, who are passionate about Africa and wish to empower African entrepreneurs with support such as: capacity building, mentoring, access to networks, access to tools and resources, and seed capital funding. Their profile may look like:

- **Private sector entities** – Large corporations, multinationals, and professional associations
- **Public sector entities** – government bodies/ administrations / legislators
- **Global development agencies** – international non-governmental aid organisations.
- **Individual contributors** - High Net Worth Individuals
- **African entrepreneurs**
- **Internal audience** – Board members and HH Group Staff.

Messages:

- Core message for creative guidance
 - The TEF Impact; 15 years of Empowering African entrepreneurs.
 - Partner with us to empower more African entrepreneurs
 - Visit www.TEFConnect.com

Action Response:

- **Feel:** Showcase the emotional and transformative stories of the entrepreneurs TEF has empowered.
- **Think:** Demonstrate the measurable impact of TEF's work across Africa.
- **Do:** Encourage viewers to partner with TEF or apply for its programmes.

Scope of Work:

The selected vendor will be responsible for:

1. Pre-Production
 - a. Review TEF's previous documentaries and materials for thematic alignment.
 - b. Develop a detailed timeline/roadmap for the project.
 - c. Present a storyline and draft script for approval.
 - d. Identify key stakeholders for interviews (e.g., TEF founder, co-founder, CEO, alumni, mentors, partners, staff – past and current).
 - e. Prepare interview guides/scripts.
2. Production:
 - a. Conduct interviews and capture on-site footage in TEF's operational regions.
 - b. Include high-quality visuals, animations, and infographics to represent TEF's impact.

- c. Create engaging video content in TEF's official languages: English, French, Portuguese, and Arabic.
3. Post-Production:
 - a. Deliver the documentary in 60-minute, 30-minute, 15-minute, and 5-minute versions. These versions must be approved by TEF.
 - b. Provide all versions in formats optimised for broadcast and digital platforms.
 - c. Submit final cuts with subtitles in the required languages.

Deliverables

- Pre-production
 - Submission of detailed timeline/roadmap for the production of the documentary production with dependencies captured, while considering the completion date
 - Submission of preliminary storyline for approval
 - Submit draft scripts and narrations of the documentary for feedback
 - Submitting the final scripts and narrations for approval
 - Review all past TEF documentary and past videos provided by TEF
- Production
 - Submit first draft of documentary for comments/ feedback
 - Incorporate feedback and revert (as needed)
 - Present the final production of high quality documentary with engaging infographics and animations that depict TEF impact to TEF founder for final approval
 - Produce documentary in 60, 30, 15 and 5 minutes versions, each with captions in all 4 TEF official languages (English, French, Portuguese, and Arabic)
- Post-production
 - Share final (and all versions) of the documentary (including all materials used, images, rushes, graphics, in locked and editable versions, via links, to allow for download without compromising quality.

Timeframe

The documentary production project is expected to run for a 12-week timeframe.

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who 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 whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation Of Technical Proposal

Applicants' proposal document must address all requirements detailed out in the terms of reference.

| S/N | Technical Proposal Evaluation (Summary) | Score Weight | Points Obtainable |
|-----|--|--------------|-------------------|
| 1. | Production company expertise | 30% | 30 |
| 2. | Proposed project execution plan | 40% | 40 |
| 3. | Team Structure and Key technical personnel | 30% | 30 |
| | | 100% | 100 |

| S/N | Production Company Expertise | Points Obtainable |
|-----|---|-------------------|
| 1. | Company Reputation/ Credibility / Reliability | 5 |
| 2. | Quality assurance procedure (Risk Management) | 5 |
| 3. | Three sample works of past similar projects | 10 |
| 4. | Recommendation notes from 3 clients | 3 |
| 5. | Relevance: | 7 |
| | | 30 |

| S/N | Proposed Project Execution Plan | Points Obtainable |
|-----|---|-------------------|
| 1. | To what degree does the firm demonstrate strong understanding of the task, with proposal corresponding clearly to the outlined objectives? | 10 |
| 2. | Has the scope of work and the important aspects of the task been addressed in sufficient detail? | 15 |
| 3. | Presentation - Is the firm's presentation clear, demonstrating creative linkage between the proposed content and formats, and realistic in approach to execute effectively? | 15 |
| | | 40 |

| S/N | Team Structure And Key Technical Personnel | Points Obtainable |
|-----|--|-------------------|
| 1. | Film director qualification and relevant professional experience <ul style="list-style-type: none"> At least 5 years of relevant experience National and international Exposure CV highlighting past working experiences and achievements | 10 |
| 2. | Qualifications and experiences of assigned professional staff: <ul style="list-style-type: none"> CVS of script writer, audio engineer, and graphics designer/ animator. | 10 |



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|----|---|-----------|
| 3. | Experience and achievement of the creative team (CVs and samples attached on infographics and animations) | 10 |
| | | 30 |

Payment Instalment

The successful documentary production company shall be paid according to the schedule detailed below:

| Payment Instalment | Deliverables or Documents to be Delivered | Percentage of Payment |
|----------------------------|--|-----------------------|
| 1 st Instalment | Upon the finalisation of the concept note, story line and production timeline | 40% |
| 2 nd Instalment | <ul style="list-style-type: none">• Upon submission of the final approved documentary via format that does not compromise quality of the video | 60% |

Past Documentaries, For reference:

TEF Impact, 2018: <https://www.youtube.com/watch?v=t14xCnnYOXw>

TEF Documentary, 2018: <https://www.youtube.com/watch?v=DRk8uTRrwKI>