



Seed
GLOBAL HEALTH

Request for Quotation (RFQ)

RFQ No: C-103

Photography and Videography Services for Seed Global Health in Sierra Leone

Issuance Date: April 19, 2024

Submission Deadlines

Submission of questions: April 26, 2024

Answers to questions posted: April 29, 2024

Final submission of quotation: May 3, 2024

Organization Summary

Seed Global Health (Seed) is a nonprofit organization with offices in the United States, Malawi, Sierra Leone, Uganda, and Zambia. Seed envisions a world in which every country is strengthened by a robust health workforce able to best meet the needs of its population. Seed's mission is to educate a rising generation of health professionals to strengthen access to quality health care with the goal of improving health outcomes and saving lives. Seed is unique in its approach by focusing on the education and training of doctors, nurses, and midwives. By training health care professionals and health educators, Seed seeks to empower current and future generations of health providers so that good health is not the privilege of a few, but the right of all.

Seed focuses on strengthening the education, practice, and policy of the local professional health workforce in Africa. Seed's core strategy and primary entry point centers on placing skilled and qualified educators at partner institutions for a minimum of one academic year. Seed also supports educators and partner institutions through a diverse and complementary package of services aimed at advancing health professional education in the classroom and clinical setting. By investing in long-term partnerships for improved health professional education, Seed helps to create a stronger, more sustainable health systems that are locally-led and better able to meet local health needs.

For more information, please visit www.seedglobalhealth.org

Summary of Required Services

Seed Global Health (herein referred to as “Seed”) is soliciting quotations from firms/companies/individuals for professional photography and videography services. Seed will award preferred agreements as a result of this solicitation. Seed does not guarantee any specific quantities or amounts during the course of the agreement period.

Core Services

Seed Global Health is seeking services from creative and dynamic professional photography and videography vendors with the objective of enhancing the effectiveness and reach of Seed’s communications to country and global audiences through clear and compelling visual communications.

Seed Global Health has an image consent policy and a comprehensive brand identity guide, which includes guidelines for photography and videography and other design elements. Seed Global Health will provide the photo consent policy and brand identity guidelines to all preferred vendors.

At any given time, Seed Global Health might need only photography or videography services. There also might be times when both services are needed for a particular site visit or event.

Examples of Seed’s typical photography and videography needs include:

- Seed educators training and mentoring health workers in classroom and clinical settings.
- Seed-supported health workers learning and applying new skills, including delivering care to patients, in academic and clinical settings.
- Seed staff working with and supporting institutional partners, including health training institutions, health facilities, professional associations, local and national government counterparts, and more.
- Seed-supported public events

Core Capabilities

Seed is interested in partnering with professional photography and videography vendors with the following core capabilities:

- Excellent technical photography and videography and editing skills.
- Respectful and transparent rapport with photography/videography subjects.
- Experience supporting organizations that work in under-resourced communities.
- Ability to capture high-quality stills or video that maintain the privacy/anonymity of certain subjects, e.g., children or people who consent to be filmed but do not wish to be recognized.

- Willingness to learn and become familiar with Seed’s brand and to take photographs that are consistent with Seed’s brand and work.
- Provide a curated and edited library of photos two weeks after each assignment.
- Travel when needed.

Video

- Ability to record, produce, and edit high-definition videos of Seed events and activities, including interviews with staff and partners.
- Ability to produce high-definition videos of varying lengths for use on websites and social media.
- Ability to record and edit narration and voice over where needed.
- Ability to add subtitles as needed.
- Ability to add motion graphics where needed.
- Capture b-roll footage at program sites or at Seed events.
- Understanding of the different styles and specs of video for social media.

This RFQ requires the following materials from interested firms/companies. All submitted materials should be responsive to the service specifications as outlined in the core services and capabilities section of this RFQ.

1. Capacity statement (including description of expertise, skills, and services offered; deliverable production practices and preferences; experience with similar organizations)
Please also submit a photography portfolio link or 5-10 examples of relevant past photography and videography work.
2. Past performance list, including three recent client references and contact information.
Please include NGO and/or global health clients if possible.
3. Detailed pricing breakdown, including hourly rate for services.
4. Indication of guaranteed rate period (time frame for “locked in” rate), i.e., one year or more.
5. Indication of whether your firm/company can engage Seed on an invoicing basis, with payment terms of net 30 days.

Question and Quotation Submission

Please submit your questions and quotations to communicationsprocurement@seedglobalhealth.org before the requisite deadline. Seed’s responses to the questions will be distributed to all applicants who have expressed interest in receiving the answers to published questions. Applicants may request answers to published questions by emailing communicationsprocurement@seedglobalhealth.org.