



BeLonG To Youth Services

TENDER BRIEF

PRODUCTION OF 3-4 MINUTE VIDEO
PRODUCTION OF 1 MINUTE VIDEO FOR SOCIAL MEDIA

STAND UP!

Awareness Week against LGBT Bullying
November 2016

1. About BeLonG To

BeLonG To is the national organisation for Lesbian, Gay, Bisexual and Transgender (LGBT) young people, aged 14-23. BeLonG To works with LGBT young people in Ireland by providing them with a safe space in which they can meet like-minded friends and see that their identities and selves are valuable and important, BeLonG To also provides an advocacy and campaigning voice so that society respects LGBT young people as full and valued members. Our vision is for an Ireland where LGBT young people are empowered to embrace their development and growth confidently and to participate as agents of positive social change. For more information see www.belongto.org.

Stand Up! LGBT Awareness Week

BeLonG To will be launching its seventh annual Stand Up! Campaign in November 2016. The campaign encourages all young people to “Stand up and show support to your LGBT friends.” Targeted mainly at schools, the campaign offers young people and their teachers the opportunity to learn more about LGBT issues, and to work towards being more inclusive and eliminating homophobia and transphobia in second level schools and youth services across Ireland.

2. Description of Required Product

As part of Stand Up! week 2016, BeLonG To wishes to commission a 3-4 minute “fly-on-the-wall” video to include film footage from Stand Up! week 2016 which takes place from 14-18th November. It is envisaged that most of the filming would take place in selected schools. The production will document the success and overall impact of Stand Up! A video version of this is also required for social media, of less than 1 minute showcasing the key messages from Stand Up! to include the use of headlines, sub-titles, good images and graphics. The audience for the first video will be second level students, teachers, youth workers, state agencies and relevant stakeholders. The second-level students and the general public will form the audience for the social media version.

3. Budget

The total allocated budget for this project will not exceed €12,000 inclusive of VAT.

4. Project Development and Management

The selected production company will be expected to develop scripts and all other aspects of the video in close consultation with a staff team at BeLonG To, in particular the Director of Advocacy and the Executive Director, who will need to approve each aspect and stage of the video. A key aspect of the project will be working closely with BeLonG To in developing the messages and tone of the video. BeLonG To will be happy to share their expertise in order to maximise the impact of the video content.

5. Timeline and Completion Date

The deadline for submitting tenders is 26th September, 2016 (Shortlisting may apply).
Preparations for video-making to begin in October 2016
Shooting to begin in the first two weeks of November 2016
Completion Date 25th November, 2016

6. Design Usability and other Requirements

The production and final videos will need to meet any requirements of project funders, and will need to meet the requirements for the protection and safeguarding of the welfare of children, young people and vulnerable adults as determined by BeLonG To. The overall design of the materials should conform to the corporate identity of BeLonG To Youth Services and all materials developed must be accessible to people with hearing disabilities. Conversion to PAL Format, NTSC Format, YouTube/Web Format will be necessary.

7. Ownership

The ownership and copyright of this video will be held solely by BeLonG To Youth Services.

8. Tender Proposal

Tenders should provide an overview of your portfolio to date, a detailed outline of costings, proposed team and a concept and vision for both pieces. Contact information and details of the supports available by BeLonG To should also be documented.

9. Criteria for selection

The following equally-weighted criteria will be used for selection of the successful tender:

- Quality and appropriateness of the proposed video
- Demonstrated understanding of the project requirements
- Ability to work in a youth environment and with young people
- Relevant experience of the proposed team
- Value for money

10. Closing Date

Note: Closing Date for Submission of Tenders: **Monday, 26th September 2016, at 12 noon** by email only, to [**fiona@belongto.org**](mailto:fiona@belongto.org)

Stand Up Awareness Week Against Homophobic & Transphobic Bullying is generously supported by the following funders:-

