



TERMS OF REFERENCE

**TO APPOINT A SERVICE PROVIDER TO PROVIDE PROPOSAL
WRITING AND PITCH TRAINING TO CREATIVES IN THE KZN FILM
INDUSTRY**

FOR

THE KWAZULU-NATAL FILM COMMISSION (KZNFC)

Non-compulsory brief session

Date and time: 16 September 2021

Microsoft Teams link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NTE2N2Q2ZGUtN2RjZC00MGNjLTljNmEtYWJlNzNlMlUxNDA0%40thread.v2/0?context=%7b%22Tid%22%3a%222ba6e54c-1633-4b96-88d6-0b988a6c1506%22%2c%22Oid%22%3a%22ec33e683-5747-46e6-b1f6-8b14456efa5c%22%7d



1.1. PURPOSE OF THE TERMS OF REFERENCE

The purpose of the TOR is to appoint a suitable service to train a minimum entry-level, emergent and established filmmakers in proposal writing and pitching skills.

2. OBJECTIVES

The overall objectives of this appointment are to;

- To produce 4 (four) proposal writing and pitch masterclasses for online distribution and is on the KZNFC social media.
- To use these masterclasses to train KZN based filmmakers in the skills of proposal writing and pitching
- produce support training material, Frequently Asked Questions and answers for use alongside the masterclasses
- with the main objective of improving the quality of proposal submissions to the KZN Film Commission
- to provide filmmakers with the required skills to operate as independent and knowledgeable creatives

Extensive Experience in proposal writing and pitching is required.



2.1 SCOPE OF WORK

The scope of the assignment is to provide basic training in to provide concrete skills, like what is a good proposal, what are the main components of a good proposal, what industry terms to use when writing a proposal, what headings to use when writing a proposal. The aim is for filmmakers to improve their proposal writing and pitching skills. The KZN FC aims to also use the information to create Frequently Asked Questions and answers, using the training material, to make available to filmmakers. The KZN FC also aims to make the training content available on their online platforms.

3. THE SERVICE PROVIDER

The service provider must demonstrate their extensive experience in proposal writing and pitching. The service provider must also have received development and production funding from any the main funding bodies in the country, recognised funding bodies elsewhere or broadcast platforms in the country TV, Film and/or Animation Funding bodies.

4. TIME FRAMES

The service provider is expected to complete the masterclass videos within 90 days of the signing of the SLA.

5. REPORTING

The service provider is required to report to the HCD Manager: Mrs. Jacqueline Rainers-Setai on progress of the project within the stipulated timeframes. The reports will be required to be documented in a specific format as provided by the HCD Manager: Mrs. Jacqueline Rainers-Setai.

The service provider must provide the HCD Manager: Mrs. Jacqueline Rainers-Setai with a project plan indicating time frames, processes of implementation and provide reports.

The Service provider must avail themselves to status meetings as and when required on the progress of the project.



The HCD Manager: Mrs. Jacqueline Rainers-Setai will evaluate each phase before any payment is approved.

All meetings are to be arranged by the Service Provider who is expected to keep a record of such meetings and to deliver the record of a meeting within 5 working days of it having taken place. These meetings will be held at the offices of the KwaZulu-Natal Film Commission unless indicated otherwise. Failure to comply with the conditions may result in termination of the contract.

At the discretion of the KwaZulu-Natal Film Commission, unscheduled meetings may be held while the project is in progress and on conclusion of the project with key stakeholders who will be identified by the HCD Officer.

6. TENDER REQUIREMENTS

6.1. PROJECT PROPOSAL

The project proposal will contain both the Technical and Financial Proposals.

Each section will be broken down as follows:

6.1.1 TECHNICAL PROPOSAL REQUIREMENTS

The technical proposal should comprise of the following:

- A proposal that includes suggestions of style of the masterclass videos. The detailed proposal must stipulate a clear methodology that demonstrates a clear understanding of a brief
- A detailed project plan with timelines and clear deliverables (90 day period)



- Funding Award letters from Funding bodies for development and production funding
- A detailed filmography with the details of the funded projects and their distribution platforms.
- Reference letters from 3 clients to whom proposal writing and pitch training services have been given:
- A detailed CV that details the proposal writing & pitching experience. The CV must include dates and details of experience.
- Copies of the service providers NQF Level 6+ qualification in Film/TV/Animation.



6.1.2. FINANCIAL PROPOSAL

Must include:

- Fee of the project manager and presenter (one resource)
- Pre-production costs including client briefing sessions and script creation
- Production costs of producing four masterclass videos for online distribution
- The costs for closed captions and graphics for use on the videos
- The costs of license-free music
- Production design for the background, whether virtual or with the use of props
- Post production costs
- Online loading costs including on the KZNFC website and social media sites

7. INTELLECTUAL PROPERTY

- ✓ All physical/tangible materials created in terms of this TOR shall solely and exclusive be developed for KZNFC..
- ✓ All Intellectual property rights are vested with the KZNFC held on behalf of the various projects

7. EVALUATION CRITERIA

The bid for the appointment of each service provider will be evaluated on the pre-qualification criteria, the mandatory requirement, functionality, price and preferential points in accordance with the Preferential Procurement Policy Framework Act 2000 (Act No. 5 of 2000 and B-BBEE Act.)

7.1. Pre-Qualification Criteria

B-BBEE Status level 1 or 2, an EME or QSE

7.2. Mandatory Requirement (disqualifying requirement)



N/A

7.3. Functionality

The service provider must score a minimum of 65 % in order to be evaluated further for price and preference points. Refer to Annexure A for the information that must be provided and supported with documentation in order for the bid proposal to be evaluated and scored.

7.4. Price and Preference

The 80/20 preference points system will be used.

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For SCM Enquiries Contact: Sthandiwe Mnguni

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Minimum Required Score = 65%

ANNEXURE A

NAME OF PROJECT: SERVICE PROVIDER TO PROVIDE PROPOSAL WRITING & PITCHING SERVICES	Weight	Score
PROPOSAL & PROJECT PLAN INC SCHEDULE	40	
A detailed proposal and project plan including schedule demonstrating an understanding of the requirements in the TORs. • A proposal that includes suggestions of style of the masterclass videos. The detailed proposal must stipulate a clear methodology that demonstrates a clear understanding of a brief = 20 points • A detailed project plan with timelines and clear deliverables (90 day period) = 20 points	40	
EXPERIENCE IN WRITING PROPOSALS & PITCHING	60	
Funding Award letters from Funding bodies for development and production funding: • 3 letters= 25 points • 2 letters= 15 points • 1 letter= 10points	25	
A detailed filmography with the details of the funded projects and their distribution platforms.	10	
Reference letters from 3 clients to whom proposal writing and pitch training services have been given: • 3 letters= 15 points • 2 letters= 10 points • 1 letter= 5 points	15	
Provide proof of the following:	10	



An NQF Level 6 qualification in Film/TV/Animation. (Copies of the qualifications must be provided)		
TOTAL	100	