



REQUEST FOR PROPOSAL (RFP) FOR

Mini-Documentary Film Production on
“Penang Cultural Heritage In The New Normal”

15 March 2021

REFERENCE NO: GTWHI/RFP01/2021
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PREPARED BY:

George Town World Heritage Incorporated
116 & 118, Lebuh Aceh, 10200 George Town, Penang, Malaysia.

Officer-In-Charge: Mr Tieh Kok Yang
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1. OBJECTIVE

- 1.1 This Request for Proposal (RFP) is to select creative individuals and teams (Malaysians based in Penang) to produce 15 to 20-minute mini-documentary films highlighting the adaptations of cultural heritage practices in Penang during the COVID-19 pandemic for George Town World Heritage Incorporated (GTWHI).
- 1.2 The mini-documentary film shall capture the **issues and challenges faced by the cultural practitioners in Penang** and highlight their **adaptations in continuing the practice of their cultural heritage in the New Normal**. For sample topics, please refer to the 'Community-Based Intangible Cultural Heritage Inventorying in George Town (Malaysia)' document at <https://gtwhi.com.my/wp-content/uploads/2020/04/GTWHI-CBI-2019-Project-Report.pdf>.

2. ELIGIBILITY

- 2.1 This call for proposals is **ONLY** open to Malaysians who are located in Penang, Malaysia and must be 18 years of age or older at the time of submission.
- 2.2 Experienced individuals and teams or those who are passionate in producing mini-documentary films with the aim of reaching both local and international audiences are welcome to respond to this RFP.
- 2.3 Proposers must have excellent technical capacities such as handling film equipment, editing software and script writing.

3. BUDGET

- 3.1 The budget for Mini-Documentary Film Production on Penang Cultural Heritage In The New Normal is RM10,000 per film.

4. PROJECT TIMELINE

- 4.1 The successful proposer must execute the project based on the following timeline:

Date	Item
15 March 2021	Open Call for Proposals for Mini-Documentary Film Production on Penang Cultural Heritage in the New Normal.
30 April 2021	Closing Date for Submission of Proposals.
17 May 2021	Email Notification on Shortlisted Proposals.
24 May 2021	First Tranche Payment (20% or RM2,000) upon Submission of Finalised Concept Note and Storyline.
16 August 2021	Review of First Draft of Films.

23 August 2021	Second Tranche Payment (20% or RM2,000) upon Submission of First Draft of Films already Reviewed by GTWHI.
10 September 2021	Closing Date for Submission of Films.
September and October 2021	Evaluation and Verification of Submitted Films.
November 2021	Final Tranche Payment (60% or RM6,000) upon Submission of Films Approved by GTWHI and All Raw Footage.

5. PROPOSAL SUBMISSION GUIDELINES

5.1 The proposal should not be more than 10 pages, and must include the following information:

- a) Mini-documentary film synopsis.
- b) Story direction and highlight.
- c) Script structure.
- d) Storyboard.
- e) Interviewee background and contact details.
- f) Previous works. (Please include links to the videos.)
- g) Video introduction of the production team members. (Please include a link to the video.)

5.2 All proposals shall be in English or Malay language.

5.3 Each proposal must include the signed **Integrity Pact Declaration Form (Appendix 1)**.

5.4 Proposals must be submitted in both Microsoft Word and PDF formats via email to **info@gtwhi.com.my** by **5:00 PM on 30 April 2021 (Friday)**, with the email subject line: RFP Submission for Penang Cultural Heritage in the New Normal. No amendments shall be made to the proposal after its submission. Proposals received after the closing date and time will not be entertained.

6. FILM SUBMISSION GUIDELINES

6.1 Mini-documentary films which have been screened in public or submitted to other organisations will not be eligible for this RFP. GTWHI strictly requires for the awarded proposers to produce new content.

- 6.2 The dialogue may be in any vernacular language spoken in Malaysia. Subtitles in English must be provided.
- 6.3 The films shall not contain any profanity, nudity, pornographic images or explicit sexual themes, graphic violence, defamatory or libellous statements or material considered illegal. Submissions containing any such aspects and/or that are in violation of any applicable laws of Malaysia or otherwise deemed by GTWHI, in its sole discretion, to be inappropriate, will be rejected. Submissions which infringe on any intellectual property rights or other rights will also be rejected at the sole discretion of GTWHI.
- 6.4 The films shall not include confidential information, trade secrets, trademarks or copyrighted material belonging to any person or entity other than the awarded proposer save and except where the proposer has acquired a suitable license, clearance or permission agreement (proof of which is required upon submission).
- 6.5 The awarded proposers are responsible for securing necessary permission, talent and location releases and licenses for visual and audio material contained in the submissions. They shall only use original music created for their submission or music that is in the public domain. No other music may be used.
- 6.6 The mini-documentary film shall be submitted in the following format:
- a) Container: MP4
 - b) Video Codec: H.264
 - c) Audio Code: AAC
 - d) Definition: High Quality 1080p HD

7. OTHER INFORMATION

- 7.1 GTWHI reserves the right to reject any or all responses to the RFP, advertise for new responses, or accept any RFP response deemed to be in the best interest of GTWHI.
- 7.2 Acceptance of any RFP should not be construed as a contract nor shall it indicate any commitment on the part of GTWHI for any future action. The RFP does not commit GTWHI to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of the film production.
- 7.3 The awarded proposers will report to the General Manager of GTWHI.
- 7.4 GTWHI has the absolute discretion to accept or reject the submitted proposal and is not obligated in any way to award the person(s) and/or company/companies submitting the proposal.
- 7.5 Only the shortlisted and/or successful proposer responding to this RFP will be notified of their status and will need to conduct a proposal presentation if required. There will be no notification of status of the award to unsuccessful proposers.

- 7.6 All documentary, audio, digital, cyber, project documents, and other materials produced under this project shall remain as the property of George Town World Heritage Incorporated.
- 7.7 While every care is taken to ensure that the facts and information contained in this RFP are correct at the time it is presented, GTWHI shall not be liable for any inaccuracy or inadequacy of such facts and information.
- 7.8 For any additional information on this RFP, please email Mr Tieh Kok Yang (kokyang@gtwhi.com.my, +6019-415 2112) not later than Friday, 23 April 2021, 12:00 PM.

---end of RFP---



INTEGRITY PACT DECLARATION FORM

PROPOSER’S DECLARATION FOR

**Mini-Documentary Film Production on
“Penang Cultural Heritage In The New Normal”**

I hereby declare that I, or any individual(s) representing this company, shall not offer or give bribes to any individual(s) in George Town World Heritage Incorporated or any other individual(s), as an inducement to be selected in the aforementioned Request for Proposal.

2. If I, or any individual(s) representing this company, is offering or giving any bribes to any individual(s) in George Town World Heritage Incorporated or any other individual(s) as an inducement to be selected in the aforementioned Request for Proposal, I hereby agree, as a representative of the aforementioned company, for the following actions to be taken:

2.1 Revocation of contract offer for the aforementioned Request for Proposal; or

2.2 Termination of contract for the aforementioned Request for Proposal; and

2.3 Other disciplinary actions according to the Government procurement rules and regulations currently in force.

3. In the event where there is any individual(s) who attempts to solicit any bribe from me or any individual(s) related to this company as an inducement to be selected for the aforementioned Request for Proposal, I hereby pledge to immediately report such act(s) to the Malaysian Anti-Corruption Commission (MACC) office or at the nearest police station.

By signing this document, I acknowledge that I have read and understand the information provided in this document.

Sincerely,

.....
(Signature)

Name:

I.C. Number:

Company Stamp (if any):