

REQUEST FOR PROPOSALS: Rapid Response Content

1 April 2020



A. Purpose

At a time when New Zealanders are consuming more content than ever and local storytelling is essential to our mental health and wellbeing, it has been heartening to see the creative sectors immediately respond with a desire to create meaningful content in 'lock down'.

We intend to allocate a minimum of \$400k to a *Rapid Response RFP* to provide opportunities for the production industry during this tough period.

B. Introduction

We are seeking a small number of content ideas across Scripted and Factual that will entertain and inform New Zealanders at a time when connecting and reflecting our cultural identity is more important than ever. Concepts with broad appeal and strong platform partnerships will be prioritised.

This RFP aims to serve an immediate need and is designed for fast turn-around content that can be made and distributed safely during a Level 4 risk environment (<https://covid19.govt.nz/government-actions/covid-19-alert-level/>).

C. General Requirements

- Our intention is that applications will be supported into immediate production. Where possible, we wish to support a range of content creators with a variety of supporting platforms
- This fund is **not** intended for Content Development
- We are **not** seeking traditional Current Affairs or News content related to COVID 19
- Scripted and Factual applications will need to be supported by a platform but given the extraordinary circumstances, we will not be requiring the usual platform contribution
- Considered marketing and promotions plans should be included in your proposal
- Production companies may submit **a maximum number of two proposals** in order to manage demands on the fund. We want your **best** ideas.
Applications must be submitted via our online application portal.

CI. Application Requirements and Timeframe

The application should be no more than **five pages** and contain the following:

- Outline that crisply describes the idea and how it will engage its target audience
- Proposed content output deliverables and quantities
- Plan for how content can feasibly and safely be created in a Level 4 risk environment
- Marketing and promotional outline from the platform partner
- Brief bios/CVs, links to examples of previous work of key personnel where relevant
- Full production budgets (the detail of these will match the amount of funding requested/size of project). We are open to smaller, innovative ideas.

Wednesday 1 April	RFP published
Friday 3 April	Round opens
4pm Monday 6 April	Application deadline
w/c 6 April	Applications assessed
4pm Tuesday 14 April	Funding decisions announced