

DREAMS in Motion Scope of Work

Introduction

This document will explain the requirements for the final outcome to provide technical provision of video capturing, mobile staging for various Dreams in Motion events taking place between September and December 2016 in South Africa

The U.S Embassy Pretoria will be hosting multiple events that will promote the DREAMS campaign throughout the five DREAMS districts:

The focus of DREAMS is “working together for an AIDS-free future for girls and women.”

The official launch of the DREAMS in Motion campaign will be 11 September 2016 in Johannesburg and end on or about 8 December 2016.

Vision

At the launch in a Johannesburg conference location on 11 September 2016, all vehicles will be parked and fully branded and ready to operate. Invited woman will first be photographed at the green screen before being interviewed in the video van – dubbed the “DREAM Keeper” – with a one-on-one interview talking about their dreams.

All video content will be handed over to the Public Affairs staff of the U.S. Embassy, so that it can be used for media campaign purposes.

Once the launch is concluded, the convoy of DREAMS-branded vehicles will leave for their next location.

Five of the events will be in locations at sports fields, community centers, etc. The convoy is to arrive together, whereby the mobile stage and DREAM Keeper video van will take positions with branding to host an event of 3-5 hours.

The stage will begin to play BGM music to draw in the crowd’s curiosity from the community. 2 x Local community DJs will be arranged to entertain the crowds and to promote the DREAMS campaign by encouraging woman to go and record their #BigDREAMS at the DREAM Keeper while DJs continue to perform on-stage.

At the DREAM Keeper, 3 x interviewers will be on rotation: 1x outside preparing girls to be interviewed by them, setting the tone, and ensuring video release forms are signed; 1x inside taking film and conducting interviews, and 1x outside printing and providing still photos (Photo booth style) to interviewees following completed interviews.

Each day event of video footage of girls is to be archived and labeled with date location and name of interviewee.

After each event the allocated production company must hand over all captured footage and photographs to the U.S Embassy representative

At end of entire event the vans are to pack all branding etc. and depart together in convoy ready for next event schedule.

Events will be repeated at

1 x Johannesburg camp (September 11)

2 x Johannesburg community events

3 x KZN community events

4-day Essence Festival in Durban (8-13 November)

Final event at Oprah Winfrey Leadership Academy for Girls -- December 8, 2016

Requirements to be provided for 12 events.

Vehicles

- a. 1x Convertible Mobile stage to host events. Stage size to be approximate 5 m X 3m
- b. 1 x Genset to power stage
- c. 1 x Mobile video studio van (To film interviews)
- d. 1 x Genset for video studio
- e. 1 x Crew van to accommodate all crew and interviewers staff and promotional stock

Stage Technical Requirements

- a. 5m wide x 3.5 m deep
- b. Sound system to accommodate music and speeches.
 - 2 x RX Mics
 - 1 x CD Player/ MP3(Playback when no DJs present)
 - DJ booth setup with mixer and cd players
 - Audio split out for possibility to record for camera crew
 - Podium (Truss for official speakers)
- c. Backdrop on rear wall of stage to accommodate branding of DREAMS logo with lights on it
- d. All power outlets to be fed from Generator as all areas should be treated as non-sufficient power supply venues.



Video studio Requirements

- a. Studio must be soundproof to keep stage noise level out.
- b. 2 x Camera shot. Straight on and side on. HD CAM or DSLR
- c. Lighting only on subject allowed. (must create a calm atmosphere)
- d. Lapel mics or ruffle mic used to pick up audio for interview
- e. Vision mix and audio control setup on the back end of vehicle
- f. 4 x stools (Interviewer, Interviewee, vision control and tech)
- g. Recording format. Full HD raw format for repurposing for broadcast and MP4 HD
- h. Digital printer with photo paper for photos.
- i. 1 x Portable Green screen
- j. 1 x DSLR camera with cards



Branding

- a. All vehicles to be branded in dreams logo in a vinyl wrap with #BigDREAMS hashtag
- b. Stage backdrop Dreams logo
- c. Stage wrap around to be branded with DREAMS canvas
- d. 16 x Portable Teardrop / flying banners for around stage and video van with DREAMS brand.



Staffing:

- Drivers and Technical crew to operate stage setup and sound
- Operators to operate OB Video van
- 2 x Female interviewers, branding, consent forms
- 1 x Photographer for green screen
- 1 x Assistant

Content

Two -four minute interviews are to be conducted with each interviewee.

Two raw camera shots to be recorded and one final mix to be recorded of each individual being interviewed

Note:

Once an awarded contractor has been selected, they must make every effort possible to attend pre-production meetings to understand what the expectations, sensitivity and outcome is that is expected for this project

Contractors must arrange all their own logistical needs and technical requirements for Stage and Video production van, to be fully operational as described for events. This must include fuel for generators.

Vendors must also take into consideration all accommodation needs for crew when travelling outside the Gauteng area.

Travel within South Africa to KZN is required- this should be included in budget proposal.

The U.S. Embassy will retain property rights to all video and photo content provided from the awarded contractor.

