Date

Task Order Request (TOR)

Video Production Requirement for

"Project Title"

Project Description:

The maximum not to exceed (NTE) budget for this requirement is $

This acquisition is restricted to all contractors who were awarded an IDIQ for Video Production requirements from (insert solicitation number and date issued).

The Government anticipates awarding a single firm-fixed price task order against established IDIQs. Interested IDIQ holders shall participate by submitting a Quote referencing their applicable IDIQ contract number, in accordance with the instructions below:

SPECIFICATIONS

Attachment A: Performance Work Statement (PWS)
(Each Task Order request will contain a PWS specific to the unique requirement(s) requested in the TOR, which is provided in addition to the specifications of the PWS in all base IDIQ's)

Attachment B: Contract Line Item Number (CLIN) Structure / Price Quote
Vendors will utilize this attachment to provide their quote for the TOR

INSTRUCTIONS TO IDIQ Holders

Quotes shall include all of the following information in order to be considered for award:
(Note: Individual Task Order requests may include any or all of the following to be provided with a vendors quote for evaluation purposes)

(1) Statement of Experience (Pass/Fail): No more than a one (1) page document that clearly demonstrates the vendor has experience producing a high-quality, emotive video production of similar duration (no less than two minutes, no longer than six minutes) in the past three (3) years. The document will describe the video products and the years they were produced. Vendors that fail this requirement, will be removed from further considerations from award. **Note that any links to product samples included in the Statement of Experience will not be evaluated as part of the Technical factor 2.** If viewed, they will only be used to assist in assigning a pass or fail rating for Factor 1 Experience.

(2) Technical Proposal consisting of (one or more of the following):

a) Creative Approach: No more than a one (1) page document that describes vendor's proposed approach for the production that can be accomplished within the government's

not-to-exceed budget. (*Note that this shall be very brief and general in nature, as a full Treatment is required to be developed during scripting as the first deliverable following contract award).*

b) Video Production Samples: No more than three (3) samples of video productions shall be submitted for evaluation. Samples must reflect execution of key aspects of the vendor's proposed creative approach that the vendor intends to employ for this production. Requirements for samples are as follows:

   i. Each sample must be accompanied by a maximum one-page document that clearly details what aspects of the sample video the vendor intends to execute in a similar or improved fashion for this production.

   ii. Samples do not necessarily have to be the vendor's original work. However, they **shall** accurately reflect the style and level of production quality that the vendor has the capability to deliver for this production within their quoted price.

   iii. Samples must be complete productions. "Sizzle", "demo", or "highlight" reels will **not** be viewed or evaluated.

(3) Detailed Price Quote (Attachment B) shall be a separate email attachment and all proposed pricing details shall be included only in the Price Quote and not in any other sections of the quote. In addition, the Price Quote shall:

a) Clearly indicate a total price for meeting all requirements of the PWS within the contract line item numbers (CLINs) and not exceed the Government's NTE budget.
b) Include a firm-fixed price (FFP) for CLIN 0001 Script.
c) Include a firm-fixed price (FFP) for CLIN 0002 Production.
d) Include any additional discounts

(4) Administrative Information:

a) IDIQ Contract Number and expiration date
b) Tax identification number (TIN)
c) Dun & Bradstreet Number (DUNS)
d) CAGE Code
e) Complete Business Mailing Address
f) Point of Contact name, phone number and email address

Note: All vendors must be actively registered in https://sam.gov/ to receive award.

EVALUATION and CONTRACT AWARD

The vendor's quote must effectively demonstrate a practical and cost-effective execution of similar concepts; and does so in a manner that represents a comprehensive understanding of the magnitude and complexity of the Government's requirements within a finite budget, which is (insert government budget). Quotes shall be evaluated using the following factors and criteria listed in order of importance: Factor 1- Experience, Factor 2- Technical, and Factor 3- Price. (In the event that an individual TOR doesn't include an Experience factor the evaluation will just be between Technical and Price) If any one factor is found unacceptable, the whole quote is unacceptable. A single task order will be made on a best value tradeoff basis to the responsible vendor whose quote, conforming to the solicitation, is most advantageous to the Government using a two-part evaluation.

First, the quote will be evaluated for Factor 1 Experience on a pass/fall basis on whether or not the Statement of Experience clearly demonstrates that the vendor has experience producing a high-quality, emotive video production of similar duration (no less than two minutes, no longer than six minutes) in the past three (3) years. Vendors that do not meet this requirement, will be considered technically unacceptable and ineligible for award. (Individual TORs might not include this Factor)

Submissions received for this factor will be evaluated on a pass / fail basis. Vendors who do not receive a pass rating will not be further considered for award.

Rating Standard	Definition
Pass	Vendor clearly demonstrates they have significant and broad experience in creating a variety of complete audiovisual productions. Confidence is high that they have the staff, facilities and overall capability to successfully complete requirements expected to be contained within future delivery orders.
Fail	Vendor did not sufficiently demonstrate significant experience and/or a capability to create a variety of complete audiovisual productions. Confidence is low that they have the staff, facilities, or overall capability to complete requirements expected to be contained within future delivery orders.

Next, quotes that pass the initial Factor 1 Experience pass/fail evaluation will be further evaluated using best value tradeoff procedures in terms of the remaining evaluation factors in order of importance: Factor 2 Technical and Factor 3 Price. Factor 2 Technical will be assigned an adjectival rating and Factor 3 will not be assigned a rating, but evaluated for fair and reasonableness and to ensure it is not above the NTE budget.

Rating Standard	Definition
Excellent	Quote contains exceptional samples that indicates an understanding of the requirements, contains multiple strengths, and risk of unsuccessful performance is low.
Good	Quote contains very good samples that indicate an understanding of the requirements, contains at least one strength, and risk of unsuccessful performance is low to moderate.
Fair	Quote meets requirements and contains adequate samples that indicates an understanding of the requirements, and risk of unsuccessful performance is no worse than moderate.
Marginal	Quote does not contain adequate samples that indicates an understanding of the requirements, and/or risk of unsuccessful performance is high.
Poor	Quote does not meet requirements of the solicitation, and thus, contains one or more deficiencies, and/or risk of unsuccessful performance is unacceptable. Quote is un-awardable.

SOLICITATION PROVISIONS AND CLAUSES

- List any additional provisions and clauses applicable to this TOR, which are not already included in the base IDIQ(s)

QUESTIONS:

Vendors shall submit all questions in writing by (insert time and date) via e-mail with subject line "insert TOR number and project title" to (insert Contract Specialist and Contracting Officer's name and email).

RFQ DUE DATE:

Due date for responses for this TOR is no later than **10:00 am ET July 29, 2022** via e-mail with subject line "insert TOR number and project title" to (insert Contract Specialist and Contracting Officer's name and email). The maximum file size for emails is 5 MB. The vendor is responsible to ensure email is received.

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Contracting Officer