



USA

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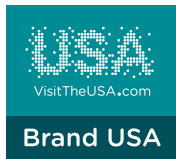
Brand USA



REQUEST FOR PROPOSAL

Licensed Video Content Valuation

January 22nd, 2018



PURPOSE

In 2018, Brand USA launched a digital TV channel titled GoUSA TV. This channel will be streamed globally on Roku, Amazon Fire and Apple TV. As we look to develop a programming strategy we will deploy both original content developed by Brand USA as well as purchased or donated licensed content. This content includes, but is not limited to, fully produced television shows, movies, and short films from producers such as Travel Channel, BBC, CNN, ESPN, and National Geographic among others.

The purpose of this Request for proposal (RFP) is to identify an industry accepted third party with experience valuing licensed content. Brand USA's founding legislation, the Travel Promotion Act of 2009 (the "Act"), makes in-kind contributions (of goods and services) from non-federal sources eligible for match at their fair market value. The fair market value of such content is not necessarily what Brand USA would pay for the content, but is the amount that a willing buyer would pay a willing seller with neither forced to act. The winning bidder's valuation reports may be used in support of Brand USA requests, which are transmitted to the U.S. Department of Commerce, for these matching funds.

SCOPE OF WORK

The winning bidder will be expected to review licenses contributed to Brand USA from producers and broadcasters and provide reliable market intelligence on the value of the license.

For the purposes of this RFP, we would like all bidders to provide a plan for the valuation of a sample piece of work that we would receive/license. This should include a general overview of the methodology, project management plan and a potential budget for the work.

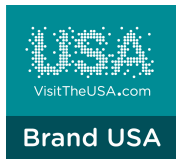
The sample piece of work you will be valuating is a global streaming license for an 8 episode series from the Travel Channel called "America The Beautiful" narrated by Academy Award winner Robert Redford. Each episode is approximately 30 minutes long. The trailer can be found here:

<https://www.youtube.com/watch?v=xS85na7jIEY>

QUALIFICATIONS

The selected vendor should have:

- A proven track record in evaluating licensed content across a variety of global channels including television, digital, VOD, cinema, and others.
- A repeatable and reliable valuation methodology



DELIVERABLES/PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

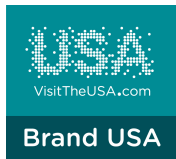
- Company history and background.
- Valuation methodology to evaluating licensed content (fully produced and raw footage).
- Project Management: Please provide a timeline, standards for review, and anything else you may need from Brand USA or the donor to complete the task.
- Travel Channel sample valuation
- To the extent allowed, examples of similar projects or methodologies the vendor has completed in the past.
- List of former or current clients for whom the vendor does similar work.
- Employee biographies for those who may be responsible for the Brand USA account.
- Proposal shall not exceed 20 pages.
- Budget - see below

BUDGET

The proposer must submit an appropriate and realistic budget, outlining each of the duties described in the RFP requirements, including all services, hourly rates, consulting or support fees, out-of-pocket costs, reimbursements and administrative fees. Use the license(s) provided as context for the construction of your proposed budget or fee structure.

TENTATIVE SCHEDULE

Proposal Released	January 22 nd , 2018
Written Questions (due by 5:00 p.m. EDT)	February 5 th , 2018
Written Questions Answered and Posted to Brand USA Website	February 8 th , 2018
Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	February 14 th , 2018
Proposal Due (due by 5:00 p.m. EDT)	March 5 th , 2018
Proposal Evaluation by Scoring Committee	March 12 th , 2018



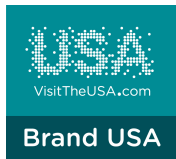
Notification and Scheduling of Finalist Interviews	March 13 th , 2018
Finalist Presentation/Interviews	March 26 th -29 th , 2018
Notice of Intent to Award Contract and Public Posting	March 30 th 2018

DELIVERY OF PROPOSAL

Proposals may be e-mailed to RFPadmin@TheBrandUSA.com or sent by courier such as Federal Express, UPS, etc. to:

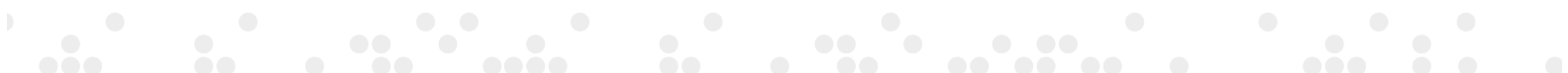
Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, DC 20006
ATTN: RFP – Website Development and Design
Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com

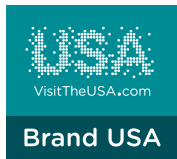




EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: Insert date here

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

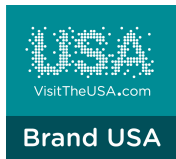
Washington, DC 20006

ATTN: RFP – Licensed Content Valuation

Phone: 202.536.2060

Email: rftadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

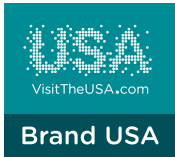
Official Contact Name

Email Address

Phone Number

Official Contact Title

Facsimile Number



Street, City, State, Zip

ATTACHMENT 3
FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Ability to meet stated requirements based on experience of the team, reputation of the firm and global experience.	40	
Methodology	30	
Valuation Timeline	20	
Cost Effectiveness	10	
TOTAL POINTS	100	

ATTACHMENT 4

FOR BRAND USA USE ONLY

ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/ demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview/demonstration:

	MAX.	SCORE
Demonstration of proposer's experience/qualifications and the quality and completeness of answers regarding proposers methodology.	50	