



**MALDIVES
BROADCASTING
COMMISSION**

TERMS OF REFERENCE

“Maldives Broadcast Award 2024”

Event Organizer

Organizing the Broadcasting Award Function and Related Events

CONTACT

Maldives Broadcasting Commission

Majeedhee Magu,
Male’

Rep of Maldives

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SECTION 1: INTRODUCTION AND SCOPE

1.1 INTRODUCTION

The Maldives Broadcasting Commission (Broadcom) invites proposals from qualified contractors to organize and implement the prestigious *Maldives Broadcast Award* function. This award is the most esteemed accolade for television and radio stations in the Maldives.

The selected contractor will collaborate closely with the Broadcom team to develop and execute the award function, with a focus on raising the necessary funds to support the event.

We are seeking contractors to raise funds for organizing the *Maldives Broadcast Award* and related events.

1.2 SCOPE OF SERVICES

We are looking for a contractor with a proven track record of creative excellence to plan, organize, manage, and execute the *Maldives Broadcast Award* function. The scope of services includes the following:

Event Overview:

- **Event Name:** Maldives Broadcast Awards 2024
- **Event Date:** [To be determined]
- **Event Time:** [To be determined]

Key Responsibilities:

1. **Sponsorship Management**
 - Raise sponsorship funds (excluding broadcast and rebroadcast license holders).
2. **Pre-show Event (One Week Prior to Awards)**
3. **Signing Ceremony with sponsor**

At least One week prior to the award event at Hulhumale Central Park catering all ages
Event attractions:
1.Award Promotion: Theme and Design and launch of award
2. Stage setup
3.Backdrop banner
4. Live Music
5. Food Stalls
6. Art and Craft Stalls
7. Broadcasters Stalls and Kiosks
8. Games for Kids
9.Roboman
10.Children Story Time

11. Photo Booth
12. Broadcasters Vintage Equipment Kiosk
13. Movies at the park- Dhivehi Content
14. All Broadcasters Logo Board
15. Preshow Marketing (Graphics/Social Media/News/ TV shows)
16. Photo coverage of the event
17. Fireworks

Award/Trophy Preparation:

Ensure certificates and trophies are ready 15 days prior to the event.

Marketing and Public Relations:

Branding and Design Partner: Create event invitations, signage, promotional materials (e.g., posters, street banners), and digital marketing elements (Snapchat filters/QR code integration).

Direct Marketing

- Street lights and Banners
- Posters for roads
- Goody bags at the function
- Award agenda
- Winner Profiles pamphlet
- Snap Chat Filters Or QR Code scan and upload pics

In direct Marketing:

- Award Tshirts for Employees

Media Partner

Broadcast Partner: Need to Cover Pre event/ and Live Event and Promo/PSM live
Online Partner: Pre event/ Ceremony News
Photo Story: Must include of all Award Winners

Maldives Broadcast Awards 2024 Gala Night Execution:

1.Award Venue Propose
2. Grand Entrance with Red Carpet Event

3.Live Music Entertainment and Boduberu
4.Award Catering (Desert table/ Main Course/Drinks/ Appetizers)
5.Award Graphics-Presentations/ Video Spot
6.Stage set up/ Sound/podiums
7.PhotoBooth
8.Lighting and Sound
9. Event Photography
10. Miscellaneous

4. **Audit Partner:** Arrange Audit Partner.

Financial Responsibilities:

- The contractor will raise finance for the event and contribute a percentage of the funds to the Maldives Broadcasting Commission.
- The contractor will cover all expenses related to organizing the event, while the Commission will not bear any financial liabilities.

BID DOCUMENT DELIVERABLES

To submit a complete proposal, the following documents must be provided:

1. **Company Profile:** Overview of your company, including past experience and relevant capabilities.
2. **Cover Letter:** Expression of interest and commitment to the project.
3. **Quotation:** Detailed cost estimate for each aspect of the event, including the total amount to be raised.
4. **Experience in Event Management:**
 - List past events your company has managed.
 - Submit photos and supporting documents (e.g., client reference letters, certificates).
 - Provide marketing plans or outlines from similar events.
 - Media Coverage of events
5. **Project Team Details:**
 - Resumes of key personnel assigned to the project, highlighting their experience and relevant skills.
 - **Core Required Roles and Skills:**
 - **Event Planner:** Oversees event execution and ensures smooth operations.
 - **Sound and Lighting Technician:** Experience with large-scale events.
 - **Graphics Designer:** Proficient in design, typography, and print.
 - **Client Accounts Personnel:** Manages client relations and accounts.

1.4 EVALUATION CRITERIA

Selection of the successful proposal will be made by Broadcom based on the following criteria:

CRITERIA	MAXIMUM POINTS
1. Clarity of the Proposal	5
2. Experience: Past Success and Reputation	50
<ul style="list-style-type: none">Ability to meet the DeadlineNumber of EventsScale of events	
3. Risk Management and Contingency Plan	10
4. Percentage Allocated to Commission's trust fund	25
5. Project Timeline	10
TOTAL	100

1.5 PREPARATION, SEALING AND SUBMISSION OF THE PROPOAL

- ? **Language:** All documents must be submitted in either Dhivehi or English.
- ? **Format:** The proposal must be typed, signed, and submitted in indelible ink.
- ? **Submission:** Submit one sealed copy of the proposal with the bidder's full name, address, and proposal title:

Title: "Maldives Broadcast Award 2024 Function and Related Events of Maldives Broadcasting Commission"

Address: Maldives Broadcasting Commission,

G. Billoorijehige, 3rd Floor,

Majeedhee Magu, Male',

Republic of Maldives.

- ? Submission **Deadline:** All responses must be submitted by [11th May 2025/Sunday].

1.6 GENERAL

1.6.1 Clarifications

For clarifications, please contact Broadcom at pr@broadcom.org.mv by [insert date]. Responses will be provided in writing, and no substantive changes to the proposals will be allowed.

1.6.2 Notifications

After the selection process, media outlets will be notified of the outcome. Additional information may be requested from selected bidders.

1.6.3 Proposal Costs

All costs related to the preparation and submission of the proposal are the bidder's responsibility.

1.6.4 Contract Period

The successful bidder will enter into a contract with Broadcom for the Broadcast Award 2024 and Broadcast Award 2026 and Broadcast Award 2028

1.6.5 Financial Plan

- The contractor is responsible for raising the necessary funds to cover event expenses. The Commission is not responsible for any expenses or bills related to the event.
- Proposed budget should be submitted.
- A percentage of the funds raised is to be allocated to Broadcom.
- Signing Ceremony
- Budget
- Contract period
- Judging panel -Commission