



**GUYANA FOOTBALL FEDERATION (GFF)**

**EXPRESSION OF INTEREST**

**COMMUNICATION SERVICES IN THE CATEGORIES OF**

**VIDEOGRAPHY, PHOTOGRAPHY, GRAPHIC DESIGN, SOCIAL MEDIA MANAGEMENT  
AND PUBLIC RELATIONS**

**INDIVIDUALLY OR COLLECTIVELY**

## **1. Background**

The Guyana Football Federation Inc. (GFF) commenced operations in 1902, and was registered in the Cooperative Republic of Guyana on Oct 08, 2003 under the Friendly Societies Act Cap 36:04. The GFF was incorporated on March 26, 2015 under the companies Act Cap. 89:01 and took over all assets and liabilities of the previous entity.

It is affiliated to the Federation of International Football Associations (FIFA), the Confederation of North, Central and Caribbean Association Football (CONCACAF), and the Caribbean Football Union (CFU). Membership of the Federation consists of nine (9) Regional Associations, ten (10) Elite Clubs, and five (5) Affiliates that are drawn from across the country, and they account for one hundred and twenty-one (121) registered football clubs with an approximate combined player population of some three thousand and twenty-five (3,025).

The GFF aims to promote the efficient management, administration and development of football while at the same time promoting a dynamic and relevant football culture, in which football as a national sport provided for education, social, physical and total development among youth and adult footballers and various stakeholders.

The GFF is seeking various communication consultancy services to support the execution of our annual activities in the following areas:

1. Videography
2. Photography
3. Graphic Design
4. Public Relations
5. Social Media Management

## **2. Scope of work**

The GFF executes several activities throughout the year that include club, school, national and international tournaments. The coverage of these activities from the inception to end and post-activities need to be adequately documented and communicated using traditional and non-traditional communication channels. The services required are detailed below:

### **2.1 Videography**

- a) Short corporate films for social media platforms on various topics on the instructions of the GFF.
- b) Videoing of camps, events and other activities that will be used for corporate and promotional purposes.
- c) Production of promos and ads only as agreed with the client.

### **2.2 Photography**

- a) Photography services of events and activities as required by the GFF.

### **2.3 Graphic Design**

- a) Logo design for tournaments and programmes
- b) Ad and banner design for competitions and international matches
- c) Corporate presentation designs and upkeep
- d) Design of GFF's annual report and monthly newsletters for member associations

## Terms of Reference

### 2.4 Public Relations

- a) Press conference support
- b) Press release production
- c) Speechwriting
- d) Editorial support

### 2.5 Social Media Management

- a) Social media channels content and support
- b) Dedicated WhatsApp group and access for guidance on communications

## 3. Qualifications

### 3.1 Videography

- a) At least five (5) years experience in producing high quality video products.
- b) Certificate in a related field would be an asset.
- c) Must have high quality video producing equipment.
- d) Proven ability to produce promo videos and ads of varying lengths.

### 3.2 Photography

- a) At least five (5) years experience in photography.
- b) Certificate in a related field would be an asset.
- c) Must have high quality professional camera and licensed photo editing software
- d) Proven ability to edit photos and improve the quality of images.

### 3.3 Graphic Design

- a) A Certificate in a related field from a recognized organization
- b) At least five (5) years of experience in graphic designs
- c) Proven ability to design high quality graphic designs products

### 3.4 Public Relations and Social Media Management

- a) Bachelor's degree in communications or a related field
- b) At least five (5) years of experience in communications, public relations or a related field.
- c) Experience of working with sporting organizations would be an asset.
- d) Strong report and speech writing skills.
- e) Strong interpersonal skills.

The service provider(s) must be team-oriented and able to work with a wider diverse team of consultants.

## 4. Deliverables

No.	Service	Details
1.	Videography	<ul style="list-style-type: none"><li>a) Creation of films for corporate publications at the request of the GFF. Specific instructions will be given in writing at each request.</li><li>b) Videoing of specific GFF activities and events at the instruction of GFF. Video editing is expected and delivery of the raw footage along with the</li></ul>

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		<p>edited footage.</p> <p>c) Production of promos and ads for the GFF. Specific instructions will be issued by the GFF.</p> <p>d) A monthly report of the products produced and delivery of all video products to the GFF.</p>
2.	Photography	<p>a) Provide photography services at the request of the GFF for specific events and activities. Editing of images are expected to improve image quality and delivery of the raw and edited images are expected.</p> <p>b) A monthly report of the events supported and delivery of all photography products to the GFF.</p>
3.	Graphic Design	<p>a) Design of logo for tournament and programmes at the request of GFF.</p> <p>b) Creation of ads and banner for competitions and international matches.</p> <p>c) Design of monthly newsletters and annual report for public dissemination.</p> <p>d) A monthly report of the products produced and delivery of the original graphic designs of all products produced for the month in soft copy and hard copy (if applicable) form.</p>
4.	Public Relations	<p>a) Attend press conferences at the request of the GFF.</p> <p>b) Write press releases for public consumption at the request of the GFF.</p> <p>c) Write speeches at the request of the GFF. Speeches must be in line with the GFF's mission.</p> <p>d) Provide editorial support at the request of the GFF.</p> <p>e) A monthly report of the support provided to the GFF with the evidence of support.</p>
5.	Social Media Management	<p>a) Produce content for all social media accounts and improve content engagement.</p> <p>b) Create and administer several WhatsApp groups for the GFF.</p> <p>c) A monthly report showing the statistical results of social media content performance and include comparisons. The report must also include a concise summary of the WhatsApp group engagements.</p>

## 6. Evaluation (Scoring) Criteria

The proposals received will be evaluated using the criteria below.

No.	Criteria	Score
1.	Qualifications and Experience in the service area (CVs, list of past projects or work in related field and the like)	30
2.	Proven ability to provide the service area (evidence and list of past products)	30
3.	Two positive written professional references	10
4.	Specific experience working with sports-related organizations	20
5.	Price	10
	<b>Total Score</b>	<b>100</b>

## 7. Estimated Effort

The estimated number of hours per month for each of the consultancy services are listed below and consultants should use this as a guide when submitting their cost proposals.

No.	Service	Monthly Hours	Annual Hours
1.	Videography	10	120
2.	Photography	10	120
3.	Graphic Design	10	120
4.	Public Relations	20	240
5.	Social Media Management	30	360
	<b>Total Hours</b>	<b>80</b>	<b>960</b>

## 8. Continuation of Work

In an effort to ensure consistency in delivery of services and products, the GFF will continue to engage the consultant for a maximum of two years providing that the services provided in the first year are satisfactory.

The extended or new engagement will be for a similar level of effort as estimated above and therefore, a similar value.

## 9. Instructions to Interested Service Providers

There is no limit on the number of services you can provide to GFF as per the ToR. A provider can respond to this ToR by proposing to provide all services, a single service or some of the services. The GFF's only request is to submit your proposal and price estimates for each service separately. The GFF is not obligated to select one service provider for all services and will be selecting service providers on the basis of the Evaluation Criteria in Section 6 above.

## 10. Submission of Proposals and Clarification

All proposals and request for clarification must be submitted to the following addresses:

**Mr. Ian Alves**  
**General Secretary**  
**Guyana Football Federation Inc.**  
**17 Dadanawa Street, Section 'K', Campbellville, Georgetown.**

Terms of Reference

OR

[info@guyanafootball.com](mailto:info@guyanafootball.com)

**11. Due Date**

The due date for submission of proposals is July 26, 2023