

Request for Proposal (RFP): Professional Photography and Videography Services

1. Introduction

CRUX Afghanistan invites proposals from qualified organizations or individuals to provide professional photography and videography services. The purpose of this RFP is to capture high-quality images and videos that reflect the activities and products of ARTISAN in the provinces of Kabul, Kandahar, Nangarhar, Bamyan, Herat, and Balkh.

2. Project Overview

2.1. Purpose

The project aims to document and highlight the activities, products, outputs, and outcomes of ARTISAN. CRUX Afghanistan seeks a professional videographer/photographer to deliver expertly crafted photos, videos, and short clips that effectively represent these elements across the specified provinces.

2.2. Scope of Work

The selected service provider will:

- Capture high-resolution photographs and professionally produced videos showcasing ARTISAN products and activities.
- Create polished, promotional video clips suitable for public engagement and marketing purposes.

2.3. Project Requirements

- **Deliverables:**
 - High-resolution photographs.
 - Professionally edited video footage.
 - Short promotional video clips.
- **Location:**
 - Kabul, Kandahar, Nangarhar, Bamyan, Herat, and Balkh.

2.4. Timeline

- **Proposal Submission Deadline:** 5 January 2025

- **Event Schedule:** To be planned in coordination with project requirements over the subsequent two months.
- **Final Deliverables Submission:** End of February 2025

2.5. Budget

Applicants must provide a detailed budget breakdown, including all associated costs (e.g., equipment, travel, editing, contingencies).

3. Submission Guidelines

3.1. Proposal Format

Proposals should include the following:

1. **Company Profile and Background:** An overview of your organization or individual credentials.
2. **Portfolio of Previous Work:** Examples of similar projects completed.
3. **Proposed Approach and Creative Concepts:** Description of your methodology and creative vision.
4. **Key Personnel:** Details of team members involved, including qualifications and roles.
5. **Client References:** Contact details of previous clients for reference.
6. **Detailed Pricing Breakdown:** Comprehensive cost analysis for the project.

3.2. Submission Method

Submit your proposal via email to hr@cruxafc.com with the subject line: **Proposal for Photography/Videography - HRD-013/CRUX**. Proposals with incorrect subject lines may not be considered.

4. Selection Criteria

Proposals will be evaluated based on:

- **Experience and Qualifications:** Demonstrated expertise in photography and videography.
- **Portfolio Quality:** High-quality visuals and professional editing.
- **Proposed Approach and Creativity:** Innovative and effective methodologies.
- **Budget Alignment:** Clear and realistic budget proposals.
- **Client References:** Positive feedback from previous clients.

5. Timeline Overview

- **RFP Release Date:** 30 December 2024
- **Proposal Deadline:** 5 January 2025
- **Review Period:** 5 January 2025 to 12 January 2025
- **Notification of Award:** 13 January 2025