

**CONTINUATION TO SF-1449, RFQ NUMBER SMX53013Q0007  
SCHEDULE OF SUPPLIES/SERVICES, BLOCK 20  
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT**

**SUPPLIES/SERVICES AND PRICES/COSTS**

**1. PRICES**

**1.1. CONTRACT TYPE**

The Contractor shall produce no less than 5 short videos as required in Attachment A – Scope of Work. This is a firm fixed price purchase order. The rates and the fee stated in this purchase order shall include all direct and indirect costs, insurance, overhead, general and administrative expense, profit, design, and production. Any graphics, logos, slogans, or other designs used in this campaign will be the property of the U.S. Embassy in Mexico.

The U.S. Embassy in Mexico will budget a maximum amount of \$30,000 U. S. Dollars for the development, design, filming and production of the videos. All proposals should be fully executable within this budget.

**1.2. PRICING**

Total Price     \$ \_\_\_\_\_

16% I.V.A.     \$ \_\_\_\_\_

Grand Total     \$ \_\_\_\_\_

## **ATTACHMENT A**

### **SCOPE OF WORK**

Mission Mexico Consular Videos

#### **A.1. GENERAL**

A.1.1. The Contractor is to work with the embassy on a script for development, creation and production of no less than five videos:

1. Overview of the Student Visa Process
2. Overview of the Interview Waiver Process
3. Overview of the Immigrant Visa Process
4. How to document your U.S. citizenship
5. Overview of the Non Immigrant Visa Process – broken into mini video series (how to apply for a visa, your appointment at the Applicant Service Center, interview at the Embassy or Consulate).

These videos will need to be short yet informative and will be used on a variety of mediums – in consular section waiting rooms, on Mexican television, YouTube, embassy and consulate internet sites, shown during presentations to groups of applicants and clients, lawyers, Congressional staff and schools. The videos need to attract the largest amount of viewership across Mexico as possible. There are 9 consulates in addition to the embassy in Mexico City. The videos will be used by all consular sections throughout Mexico and should not be post specific, but rather produced in a way in which any applicant throughout Mexico can watch and understand what the process will be like at their respective consulate.

#### **A.2. PROJECT SCOPE**

A.2.1.1. The services required include high-level production quality video by a professional media company. A storyboard outline, script, potential actors, etc. shall all be provided by the contractor. The script, theme and production of the videos will be made in conjunction with to the Contracting Officer's Representative (COR).

A.2.2. The Contractor will have access to Applicant Service Centers, and consular sections within embassies and consulates.

#### **A.3. LOCATIONS**

A.3.2. The Contractor will have access to Applicant Service Centers, and consular sections within embassies and consulates. The Contractor is not limited in the location within Mexico

where to film videos and may film at any of the consulates in addition to the embassy in Mexico City.

#### **A.4. REQUIRMENTS**

A.4.1. The Contractor must clearly communicate the specific message the U.S. Embassy wishes to convey with each video. The goal is to reach and appeal to as large of an audience as possible, relaying visa and American citizen services issues in simple to understand and follow manner. There are many misconceptions and con men/companies who try to exploit people's lack of understand of consular issues. These videos should be easy for the vast majority of the population to understand and realize that the only information they should believe and instructions they follow should come from the U.S. government.

#### **A.5. PARTIES AFFECTED**

- U.S. Government
- Embassy, Consulates, and Consular Sections throughout Mexico
- Public Affairs Section
- Victims and potential victims of perpetrators of fraud
- Non Immigrant visa applicants
- Immigrant Visa beneficiaries and their petitioners
- Individuals with unregistered American citizen children

## EXHIBIT 1

### INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

#### **1. PRE-PROPOSAL CONFERENCE**

Offerors are invited to attend a pre-proposal conference at 11:00 am at Agustin Lara conference room at Marriot Reforma hotel on July 7 2014, Located at Paseo de la Reforma 276, Cuauhtemoc, 06600 Mexico city.

Please confirm your attendance with Dagmara de Leon phone number: 5080-2583

[deleond@state.gov](mailto:deleond@state.gov)

#### **2. SUBMISSION OF OFFERS**

The Offerors are to submit two separate volumes numbered as "Volume I" and "Volume II" which are to contain the following:

2.1. **Volume I** – Each Offeror is to submit the prices filled in as required in Paragraph

1.2. Pricing under Supplies/Services and Prices Costs, stated in continuation to Standard Form-1449. Fill in Blocks 17a, 30a, 30b and 30c of SF-1449.

2.2. **Volume II** – Each Offeror is to submit the following:

2.2.1. An overall video strategy with a specific ideas and storyboards for each;

2.2.2. At least two samples of previous media produced at a similar level demonstrating the offeror's ability to work in a variety of media.

2.2.3. Evidence that the offeror operates an established business with a permanent address and telephone listing;

2.2.4. List of clients, demonstrating prior experience with relevant past performance information and references;

2.2.5. Evidence that the offeror can provide the necessary personnel, equipment, and financial resources needed to perform the work; and

2.2.6. Current Financial Statement certified by a third party to include:

2.2.7.1. Income (profit-loss) Statement that shows profitability for the past three years; and

2.2.7.2. Cash Flow Statement that shows the firm's sources and uses of cash during the most recent accounting period. This will help the Government assess a firm's ability to pay its obligations.

The Government will use this information to determine the offeror's financial responsibility and ability to perform under the contract. Failure of an offeror to comply with a request for this information may cause the Government to determine the offeror to be non-responsible.

2.3. Offers are to be submitted in English, in a sealed envelope on or before July 24 2014, before 12:00 via mail or email. The offers are to be addressed as follows:

Mark Mishkin  
Contracting Officer  
American Embassy  
Paseo de la Reforma No. 305  
Colonia Cuauhtémoc  
06500 Mexico, D. F.

or

[MishkinMI@state.gov](mailto:MishkinMI@state.gov)

### **3. Oral Presentation of Proposal**

Presentations are going to be scheduled after selection.