





Cytonn Investments Management Ltd.

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Nairobi, KE

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 www.cytonn.com

REQUEST FOR PROPOSAL FOR VIDEO AND VIDEOGRAPHY SERVICES

INTRODUCTION

Cytonn Investments Limited is accepting requests for proposals to provide video production services for its services and projects.

BACKGROUND TO CYTONN INVESTMENTS

Cytonn Investments is an independent investment management firm, with offices in Nairobi - Kenya and D.C. Metro - U.S. We are primarily focused on offering alternative investment solutions to global institutional investors, individual high net-worth investors, local institutional investors and diaspora investors interested in the East-African region. We currently have over Kshs. 74 billion of investments and projects under mandate, mainly in real estate. Cytonn Real Estate is the real estate development affiliate of Cytonn Investments whose objective is to provide investment grade real estate developments by coupling both the demand and the supply side of the market. You can get more information on Cytonn Investments by visiting our website: <http://cytonn.com/>

Services Needed

The successful video and videography services provider will be required to provide the following specific services;

1. **Educational and Interactive Short Clips:** Short, high-energy, one-minute (or less) engaging videos for online use to educate people on investments and real estate and get them to question their current investment options.
2. **Project Progress Videos:** Produce captivating and informative project progress videos that showcase progress of construction of our various projects. Project Progress Videos should be a 3-minute video that also captures the positive effect we have had in terms of creating jobs, growing the economy and improving standards of living.

3. **Team Behind Cytonn Report Documentary:** Cytonn is widely known for its weekly insightful market report throughout the industry. The successful video provider will be expected to produce a documentary showcasing how the report comes together and the brilliant brains behind it.

4. **Short interview videos:** Produce short educational interviews with Cytonn Staff to show case Cytonn's capability and educate the public investments and real estate matters.

5. **Video Creative Direction;** In consultation with Cytonn Brand team, you will be expected to provide creative direction for videos to be produced. The creative direction taken should be agreeable by both teams.

REQUEST FOR INFORMATION

In responding to this request, Cytonn Investments requests the following information:

- i. Detail your firm's experience in providing video and videography services

- ii. Provide samples of work you have done before within the past two years

- iii. Provide names and contact information for other, similarly sized clients of your firm

- iv. Identify the lead representative(s) who will be assigned to our job if you are successful in your bid and provide a biography/ies.

- v. Please disclose name and contact information of any partner vendors utilized in the execution of services for this RFP.

TERMS AND CONDITIONS

RFP Clarifications and Addendums

Cytonn Investments Limited reserves the right to clarify or change the RFP or issue addendums to the RFP at any time before the last day of tender submission.

Cytonn Investments also reserves the right to cancel or reissue the RFP. All such addenda will become part of the RFP.

Rejection of Proposals

Cytonn Investments Limited reserves the right to reject any or all the proposals, to waive any minor informalities or irregularities contained in any proposals, and to accept any proposal deemed to be in the best interest of Cytonn Investments Limited.

Proposal Validity Period

Submission of a proposal will signify the bidder's agreement that its proposal and the content thereof are valid for 90 days following the submission deadline unless otherwise agreed in writing by both parties. The proposal will form part of the contract that is negotiated between the Cytonn Investments Limited and the selected supplier.

Cost Requirements

Set forth your fee proposal for video production services.

Provide a budget line per services rendered.

Include the value of any discounts and value adds you may offer.

Describe how you will bill for additional costs incurred in relation to this project.

Video production Equipment and Support

The successful service provider will source for all necessary video production equipment at his cost. Additional support, either in equipment or human support will also be responsibility of the service provider.

Response Format

Bidders should follow a standard format for response to enable the evaluation process to be executed with relative ease.

GENERAL INFORMATION

Contacts

All bidder communications should be directed to the following contacts:

**The Brand Manager,
Cytonn Investments
Limited
3th Floor, Liaison Hse, State House Rd,
P. O. Box 20695 - 00200,
Nairobi, KE.
Email: communication@cytonn.com**

Response Date and Location

The RFP documents should be submitted to our offices, Liaison House, State House Rd on 3rd Floor. by 5.00pm 25th November 2016.

The RFPs should be addressed to:

**The Brand Manager,
Cytonn Investments
Limited
3th Floor, Liaison Hse, State House Rd,
P. O. Box 20695 - 00200,
Nairobi, KE.
Email: communication@cytonn.com**