**CALL FOR EXPRESSION OF INTEREST (EOI) FOR PHOTOGRAPHERS, VIDEOGRAPHERS, MULTIMEDIA FIRMS, AND PRINTING AGENCIES**

**Purpose**

The purpose of this EOI is to establish a roster of experienced professionals and firms capable of producing high-quality visual content and communication materials that effectively support ALIGHT Sudan's initiatives. By engaging skilled individuals and organizations, ALIGHT aims to enhance its outreach and convey impactful messages through various multimedia formats.

**Objective**

The objective of this EOI is to ensure the consistent delivery of high-quality multimedia production that aligns with Alight’s branding and communication standards. This will involve collaboration with selected photographers, videographers, multimedia firms, and printing agencies to create compelling content that resonates with stakeholders and the communities served.

**Description of Responsibilities**

**Photographers**

* Capture high-quality photographs of events, activities, and individuals related to ALIGHT's programs, ensuring a diverse representation of the organization's work.
* Deliver a minimum of 30 selected and edited images from each assignment, tailored for both web and print use, unless otherwise specified by ALIGHT.
* Obtain signed consent forms from individuals featured in photo stories, ensuring compliance with ethical standards and privacy regulations.
* Provide final images in both raw and optimized formats, suitable for various media platforms, ensuring high-quality standards are met.
* Work closely with ALIGHT’s Communications Unit, incorporating feedback and making necessary adjustments to meet project requirements.

**Videographers**

* Capture engaging video footage of events, interviews, and activities as requested by ALIGHT, ensuring adherence to professional standards.
* Produce edited videos that meet ALIGHT's specifications, including the addition of subtitles, graphics, and any necessary effects to enhance storytelling.
* Ensure all video materials are provided in formats optimized for both online distribution and traditional broadcasting, maintaining high production quality.
* Obtain consent forms from individuals featured in video recordings, safeguarding ethical practices in media production.
* Work in close coordination with ALIGHT's Communications Unit to finalize video products, incorporating feedback and ensuring alignment with communication goals.

**Multimedia Firms**

* Create and execute multimedia campaigns that integrate photography and videography, showcasing ALIGHT's initiatives and impact.
* Guarantee that all content produced aligns with ALIGHT's communication strategy and branding guidelines, reflecting the organization's values and mission.
* Offer innovative ideas and creative input for storytelling through visual media, enhancing the overall effectiveness of campaigns.
* Deliver projects on time and within budget, maintaining high standards of quality throughout the production process.
* Engage with ALIGHT’s team for project planning and execution, ensuring clear communication and alignment with objectives.

**Printing Agencies**

* Create high-quality printed products, including brochures, banners, and visibility items that effectively communicate ALIGHT's messages.
* Ensure that all printed materials meet ALIGHT's branding and design standards, providing a cohesive visual identity across all platforms.
* Oversee the production timeline to ensure timely delivery of printed materials, accommodating any specific deadlines outlined by ALIGHT.
* Deliver samples and proofs for review and approval prior to final printing, allowing for necessary adjustments and refinements.
* Work closely with ALIGHT’s communications team to ensure effective messaging and design, enhancing the overall impact of printed materials.

**Submission Requirements**

If you meet one or more of the above responsibilities, please submit the following information:

1. Contact Information: Full name and address, headquarters, telephone and fax numbers, email address, website, and contact person.
2. Average Annual Turnover: Indicate your average annual turnover for each year in the past four years (in USD).
3. Company Presentation: A brief overview of your company, including your area of coverage in Sudan and team profile (max. 1 page).
4. Motivation for Applying: A statement explaining your interest in this opportunity and how your services align with ALIGHT's mission (max. 1 page).
5. Technical Experience: Details of your technical experience (max. 3 pages), including five most relevant references from the past four years (client, amount, services provided). Experience with international organizations or companies will be considered an asset.
6. Design Abilities: Images of your three best communication products from the past four years, such as printed materials, visibility items, videos, social media campaigns, brochures, and banners.

**Note**: This EOI can be applied for individually or as a company.

We look forward to receiving your submissions and potentially collaborating to further our mission in Sudan.

Mention your area of operations/services