

DETAILS OF SERVICES REQUIRED DURING EVENTS MANAGEMENT**Lot-B DIGITAL MEDIA PRODUCTION AND DISSEMINATION**

S, No	Item of Work	Specification	Unit	Qty	Rate (Rs)
A) VIDEOGRAPHY:					
1	Reels	Maximum 59 seconds portrait video capture through a high resolution camera with 100 frame rate per second. Aspect ratio 9:16, 3:4, 5:8., Copy right free content (pictures/music/logo).	per reel	1	
2	Teaser /promo	Maximum 120 seconds Short promotional eye-catching video captured through a high resolution camera, having visual and audio impact, includes motion design, communicating a clear idea and themes, including consistent colors, fonts, logo and tagline. Copyright free content (pictures /audio /video/ music/ logo).	Per promo	1	
3	Master video (full length)	30 to 60 minutes video film captured during event on the spot through a high resolution camera and FPV and follow drones, having visual and audio impact.	Per video	1	
4	Documentary	Video film containing authentic footage, interviews, photographs, and archival material in chronological and thematic structure. Includes vice-over narrations with natural sound and background music. Copyright free content (pictures/audio/video/music/logo).	Per minute	1	
5	Testimonials	Maximum a 120 second high quality video made with real people, real views regarding their experience and satisfaction. Good lighting, clear audio and stable framing.	Per video	1	
B) BRANDING					
1	Posters (Digital)	Design and development of Captivating posters, meticulously infused with research, conceptual brilliance and captivating content & Design. The content must include consistent colors, fonts, logo and tagline and motion design.	Per poster	1	
2	Posters (3-D Digital)	Design and development of Captivating posters, meticulously infused with research, conceptual brilliance and captivating content & Design. The content must include consistent colors, fonts, logo and tagline and motion design with 3-D visual.	Per poster	1	

3	Posters/banner(Static printable)	Design and development of Captivating posters, meticulously infused with research, conceptual brilliance and captivating content & Design. The content must include consistent colors, fonts, logo and tagline.	Per poster/banner	1	
4	Event Calandra (Digital)	Event details, history and schedule in digital format. Dynamic energy through captivating Motion Designs, meticulously crafted with a perfect fusion of research backed concepts and engaging content, leaving of lasting impact on the audience. The copyrights free content must include consistent colors, fonts, logo and tagline and motion design.	Per calendar	1	
5	Invitation Card (Digital/Printable)	Invitation card designing with consistent colors, theme, fonts, logo and tagline.	Per job	1	
6.	Media Wall Designing	with consistent colors, theme, fonts, logos and tagline.	Per job	1	
C) COVERAGE AND DISSEMINATION ON DIGITAL/SOCIAL MEDIA / SATELLITE CHANNELS					
1	Live coverage	Arrangements of live coverage with minimum two cameras. Bidder has to make available all resources including Black Magic Switcher, Camera and Grid package and other equipment including Crew charges required for live coverage	Per day	1	
2.	Dissemination/promotion of video content through digital media houses	Promotion of video content through SECP registered media house enlisted in Information Department GB and having at least 200k followers on Facebook. Content may be disseminated through Minimum 5 channels	Per second	1	
3	Dissemination/promotion of digitals posters through digital media houses	Promotion of digital posters through SECP registered media house enlisted in Information Department GB and having at least 200k followers on Facebook. Content may be disseminated through Minimum 5 channels	Per poster / banner	1	
4	Data storage	Bidder must provide all the data including pictures, videos, audio and visuals, posters etc related to the event in an appropriate storage device to the dept. (minimum 1TB)	Per device	1	

Note:-

All visuals, photos, videos and other source material to be used for developing any audio visual content must be free of copyright protection. Any claim in this regard shall be responsibility of the bidder.