



Framework for Photography, Videography, Audio Production, Animation, Post-Production and Livestreaming Services

October 1, 2026

Dear Sir/Madam,

1. Background:

The University of Global Health Equity (UGHE) is committed to advancing health equity through education, research, partnerships, and community engagement. As part of its institutional communication and visibility efforts, UGHE regularly develops and shares multimedia content to document and communicate its academic programmes, research activities, institutional priorities, partnerships, student and alumni experiences, community initiatives, and major events.

To support these activities, UGHE requires access to qualified and experienced professional service providers with the capacity to deliver high-quality multimedia production services on an as-needed basis. The required services may include photography, videography, audio and music production, animation, post-production, livestreaming, and related multimedia services. Assignments may vary in scope and complexity, ranging from short-notice digital content and routine institutional documentation to high-level events and major multimedia productions.

UGHE therefore intends to establish a **Framework Agreement** with qualified service provider(s) who can be engaged for individual assignments based on specific requirements, timelines, and agreed terms. The framework is intended to provide UGHE with timely access to professional multimedia expertise while ensuring consistency, quality, flexibility, and value for money across different assignments.

Interested and eligible firms are encouraged to submit their proposals in accordance with the requirements and instructions provided in the tender documents. <https://ughe.app/eprocurement/index.php> Tender Notice #05773/26

1. More details on the services are provided in the Terms of Reference.
2. The RFP includes the following documents:

Section 1 - Letter of Invitation

Section 2 - Instructions to Firms (including Data Sheet)

Section 3 - Technical Proposal - Standard Forms

Section 4 - Financial Proposal - Standard Forms

Section 5 - Terms of Reference

3. Well prepared proposals in PDF format will be sent to the via e-procurement system: <https://ughe.app/eprocurement/index.php> on or before 16th Oct 2026 at 11:59 am.
4. Any clarification requests can be sent by email to the below email addresses no later than 14th Oct 2026 ughe-procurement@ughe.org
5. All documents must be submitted in one PDF document, and it shall remain the responsibility of the firm to ensure that your proposals should be submitted by email to the above-mentioned emails. Kindly ensure that they are signed, in PDF format, and free from any virus or corrupted files.
6. Services offered shall be reviewed based on completeness and compliance of the Proposals with the minimum specifications described above and any other annexes providing details of UGHE requirements.
7. The Proposal that complies with all of the specifications, requirements and offers the lowest price, as well as all other evaluation criteria indicated, shall be selected.
8. Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by UGHE. The unit price shall prevail, and the total price shall be corrected.
9. At any time during the validity of the Proposals, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UGHE after it has received the Proposals.
10. UGHE is not bound to accept any Proposals, nor award a contract/Purchase Order, nor be responsible for any costs incurred by the bidder while conducting the selection process.

Thank you and we look forward to receiving your Proposals.

Sincerely,



Shivon Byamukama

Deputy Vice Chancellor for Administrative and Financial Affairs
University of Global Health Equity



Instructions to Consultants, Data Sheet

Item No.	Description
1	Name of the Client: UNIVERSITY OF GLOBAL HEALTH EQUITY Method of selection: Quality & Cost Based
2	Financial Proposal to be submitted together with Technical Proposal: Name of the assignment is: Framework for Photography, Videography, Audio Production, Animation, Post-Production and Livestreaming Services
3	A pre-proposal site visit will be held N/A The Client's representative is: COMS Department University of Global Health Equity
4	The Client will provide the following inputs and facilities: None
5	Proposals must remain valid 120 days after the submission date.
6	Clarifications may be requested not later than 14/10/2026. The address for requesting clarifications is: ughe-procurement@ughe.org
7	Proposals shall be submitted in ENGLISH
8	The format of the Technical Proposal to be submitted is: As per the forms provided
9	Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: YES .
10	Firms to state price in the national currency: YES
11	Expected Timeline of the Assignment: N/A
12	Documents to be submitted: A) Company experience B) At least three (3) Certificates of satisfactory completion of similar services or proof of contract C) RDB Certificate D) VAT clearance E) RSSB Certificate

13	Evaluation Criteria: <table><tr><th>Criterion</th><th>SCORE</th><th>Minimum expectation</th></tr><tr><td>Relevant experience</td><td>20</td><td>Minimum 5 years of demonstrated professional experience providing one or more of the services covered by this ToR. Bidders should provide a strong and relevant portfolio demonstrating the quality and relevance of previous assignments.</td></tr><tr><td>Institutional/event capability</td><td>15</td><td>Minimum 3 years of experience working with universities, health or research organizations, public institutions, NGOs, international organizations, established brands, and/or major events. Previous provision of services to UGHE is an added advantage.</td></tr><tr><td>Team and equipment</td><td>15</td><td>Demonstrated access to qualified creative and technical personnel and professional equipment appropriate to the categories/services offered. Bidders should provide details of their proposed team, roles, qualifications/experience, and available equipment</td></tr><tr><td>Storytelling and digital capability</td><td>15</td><td>Demonstrated ability to produce both high-quality institutional content and contemporary, platform-native digital content, while maintaining UGHE's brand, editorial, and communication standards.</td></tr><tr><td>Broadcast capacity</td><td>15</td><td>For bidders offering livestreaming services: demonstrated experience delivering professional livestreams/broadcasts for conferences, ceremonies, institutional events, or other high-level events. Bidders should provide relevant examples and details of broadcast capability.</td></tr><tr><td>Professional standards</td><td>20</td><td>Demonstrated ability to meet deadlines, manage digital files responsibly, work professionally and sensitively in institutional and community settings, and provide reliable client references from comparable assignments.</td></tr></table>	Criterion	SCORE	Minimum expectation	Relevant experience	20	Minimum 5 years of demonstrated professional experience providing one or more of the services covered by this ToR. Bidders should provide a strong and relevant portfolio demonstrating the quality and relevance of previous assignments.	Institutional/event capability	15	Minimum 3 years of experience working with universities, health or research organizations, public institutions, NGOs, international organizations, established brands, and/or major events. Previous provision of services to UGHE is an added advantage.	Team and equipment	15	Demonstrated access to qualified creative and technical personnel and professional equipment appropriate to the categories/services offered. Bidders should provide details of their proposed team, roles, qualifications/experience, and available equipment	Storytelling and digital capability	15	Demonstrated ability to produce both high-quality institutional content and contemporary, platform-native digital content, while maintaining UGHE's brand, editorial, and communication standards.	Broadcast capacity	15	For bidders offering livestreaming services: demonstrated experience delivering professional livestreams/broadcasts for conferences, ceremonies, institutional events, or other high-level events. Bidders should provide relevant examples and details of broadcast capability.	Professional standards	20	Demonstrated ability to meet deadlines, manage digital files responsibly, work professionally and sensitively in institutional and community settings, and provide reliable client references from comparable assignments.
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14	Financial Evaluation: Consultants are invited to submit budget proposals covering all aspects of the project. The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other Proposals is calculated as following: Sf = 100 x Fm/ F, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the proposal under consideration. The weights given to the Technical (T) and Financial (F) Proposals are: Technical = 70%, and Financial = 30% Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; F = the weight given to the Financial Proposal; T + F = 1) as following:																					

	$S = St \times T\% + Sf \times F\%$.
15	UGHE will award contract to: One Vendor/ Consultant
16	Type of Contract to be Signed: lump-sum contract
17	Conditions for Release of Payment: Approval of invoice of services rendered
18	Annexes to this RFP: a) Technical proposal submission forms b) Financial proposal submission forms c) Terms of Reference d) Form of Contract
19	Date of Submission of proposals: Date of Submission: On or before 16th Oct 2026 at 11:59AM

Technical Proposal – Standard Forms /Annexes

{*Notes to Consultant* shown in brackets { } throughout Section 3 provide guidance to the Consultant to prepare the Technical Proposal; they should not appear on the Proposals to be submitted.}

FORM TECH-1

TECHNICAL PROPOSAL SUBMISSION FORM

{Location, Date}

To:

Dear Sir/Madam:

We, the undersigned, offer to provide the consulting services for (*insert Title of Assignment*). in accordance with your Request for Proposal dated (*Insert date*) and our Proposal.

We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in the Data Sheet, we undertake to negotiate on the basis of the proposed staff.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than 7 days after the signature of the contract.

Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

Name of Consultant

Address:

Contact information (phone and email):

FORM TECH-2

CONSULTANT'S ORGANIZATION AND EXPERIENCE

A - Consultant's Organization

[Provide here a brief (two pages) description of the background and organization of your consultancy]

B - Consultant's Experience

1. List only previous similar assignments successfully completed in the last 10 years. List only those assignments for which the Consultant was legally contracted by the Client as a company or was one of the joint venture partners. The Consultant should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the Client.

Assignment name:	Approx. value of the contract (in currency: Rwanda francs or freely convertible currency)
Country: Location within country:	Duration of assignment (weeks):
Name of Client:	Total N° of staff-months of the assignment:
Address:	Approx. value of the services provided by your consultant under the contract (<i>in currency: US\$, Euro, RWF, etc...</i>):
Start date (month/year): Completion date (month/year):	N° of professional staff-months provided by associated Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your consultant involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

FORM TECH-3

DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE

A description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

- a) Technical Approach and Methodology
- b) Work Plan

- a) Technical Approach and Methodology. *{Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.}*
- b) Work Plan. *{Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}*
- c) Organization and Staffing. *{Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.}*

Annex 1. TERMS OF REFERENCE

TERMS OF REFERENCE

Framework for Photography, Videography, Audio Production, Animation, Post-Production and Livestreaming Services

1. Background

The University of Global Health Equity (UGHE) uses multimedia content to communicate its academic programmes, research, institutional priorities, partnerships, student and alumni experiences, community engagement and major events. UGHE seeks qualified professional service provider(s) under a framework of arrangement to provide photography, videography, audio and music production, animation, post-production and livestreaming services on an as-needed basis. Assignments may range from rapid digital content to major institutional productions and high-level events.

2. Purpose of the Assignment

Purpose	Expected result
Strengthen content quality	Consistent, professional multimedia that supports UGHE's brand, reputation and communications objectives.
Tell compelling stories	Human-centred content that translates programmes, research, people, partnerships and impact for different audiences.
Support events and campaigns	Reliable production capacity for routine activities, campaigns, conferences, graduation, summits, and senior-stakeholder engagements.
Create reusable assets	A well-produced library of photographs, video, audio, music and graphics that can be adapted across platforms and future communications.

3. Framework and Assignment Approach

Services will be commissioned through individual assignments or call-offs during the framework period stated in the tender documents. Each brief will identify the required service, timing, location, outputs and applicable rate-card item(s). Assignments may combine several services where an integrated production is required. No minimum volume of work is guaranteed unless otherwise stated in the contract.

4. Scope of Services

The scope is deliberately broad to cover the multimedia needs of a university's Marketing and Communications function. The tables below group related services; *Annex 1 provides the pricing items bidders should use for their financial proposals.*

4.1 Event and Production Contexts

Context	Examples
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Institutional and academic	Lectures, seminars, workshops, programme or research launches, campus activities, student events and routine university functions.
High-level and protocol	Graduation, summits, ministerial or government engagements, board-level functions, V/VIP visits, major announcements and events involving senior stakeholders.
Conferences and large convenings	Conferences, congresses, forums, symposiums and multi-day or multi-track events requiring coordinated photo, video, audio, graphics and/or livestreaming.
Field, clinical and community	Research, community engagement, clinical, teaching and documentary assignments outside controlled event venues.
Studio and planned productions	Interviews, podcasts, leadership messages, promotional shoots, voice-over, green-screen or teleprompter-supported productions and other controlled recordings.

4.2 Photography

Service group	Coverage may include
Event and protocol coverage	Routine events, high-level engagements, graduation, conferences and multi-day convenings, including rapid key-image selection where required.
Institutional, brand and architectural photography	Campus, facilities, teaching, laboratories, simulation, research, student life, partnerships, interiors, exteriors and institutional image-bank production.
Portraits and profiles	Leadership, faculty, staff, students, alumni, speakers, partners and visiting guests; formal headshots or environmental portraits.
Documentary and field photography	Story-led coverage of community, research, clinical, teaching and field activities.
Campaign, social and product photography	Recruitment, campaigns, digital content, same-day social images, merchandise, publications and promotional materials.

4.3 Videography and Video Production

Service group	Coverage may include
Documentary and impact storytelling	Documentaries, mini-documentaries, research impact films, student/alumni/faculty stories and community or partnership narratives.
Institutional, brand and promotional films	University, programme, centre, department, campus or facility films; recruitment, fundraising, event promotion and campaign videos.
Social-first and rapid video	Reels, Shorts, vertical video, platform-native edits, phone-held/mobile-first content, behind-the-scenes, vox pops and same-day event recaps.
Interviews and thought leadership	Talking heads, leadership messages, expert explainers, keynote excerpts, testimonials and single- or multi-camera conversations.
Event and conference video	Event highlights, conference aftermovies, full session recording, ceremonies, presentations, panel discussions and high-level stakeholder engagements.
Explainers, tours and instructional content	Research explainers, programme/facility tours, tutorials, educational content, presenter-led videos, teleprompter or green-screen productions.
Video podcasts and recurring series	Single- or multi-camera podcasts, branded episodic series and repurposable long-form conversations.
Specialist capture and footage libraries	Drone/aerial footage, timelapse where appropriate, dedicated B-roll and organised footage libraries for future institutional use.

4.4 Audio, Podcast, Sound and Music Production

Service group	Coverage may include
Professional audio recording	Speeches, panels, interviews, lectures, field recordings, ambience, and multi-microphone event capture.
Podcast production	Studio or location recording, remote guest integration, editing, clean-up, mixing, mastering, intros/outros and episode delivery.
Voice-over and narration	Professional narration for films, explainers, campaigns, ceremonies and multilingual content.

Original music and sonic branding	Jingles, sonic logos/idents, podcast or campaign themes, stings, opening/closing music and other original branded sound assets.
Ceremonial and academic music	Original processional, recessional, opening or closing music for graduation and other official academic functions, including arrangements and alternate versions where required.
Film and campaign scoring	Original background music, soundtracks and musical cues produced for documentaries, institutional films, campaigns or digital content.
Event sound and live audio	PA/sound reinforcement, audio mixing, playback, stage cues, live performance/ensemble recording and clean feeds for broadcast or archive.
Audio post-production	Dialogue clean-up, sound design, editing, mixing, mastering, stems, alternate cuts and final deliverables for web, events or broadcast.

Any commissioned music or third-party audio used in UGHE productions must be original or appropriately licensed, with usage restrictions and recurring costs disclosed before assignment approval.

4.5 Animation, Motion Graphics and Visualisation

Service group	Coverage may include
Explainer animation	2D or motion-graphic explainers for academic, health, research and institutional concepts.
Data and information visualization	Animated statistics, charts, maps, infographics, rankings, research findings and programme reach.
Brand and video graphics	Logo/ident animation, title sequences, lower thirds, transitions, intros/outros and reusable series packages.
Social and campaign animation	Short animated assets, teasers, quote/statistic animations, and platform-specific campaign content.
Illustrated/custom animation	Original illustrated or character-led sequences where appropriate to the brief.

4.6 Livestreaming and Event Broadcasting

Livestreaming may support lectures, webinars, conferences, graduation, summits and high-level engagements. The production level will be matched to the event and may include the following elements:

Service group	Coverage may include
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Single- and multi-camera broadcast	One-camera through expanded multi-camera production, live switching, programme audio and local master recording.
Conference and high-level event broadcast	Multi-day conferences, graduation, summits, ceremonies and protocol-heavy events requiring coordinated technical direction.
Hybrid and remote participation	Remote speakers, presentation feeds, video playback, online audiences and virtual meeting platforms.
Broadcast graphics and accessibility	Lower thirds, holding/countdown screens, titles, partner/event branding, picture-in-picture and live captions where specified.
Distribution and venue feeds	Streaming to approved platforms, multi-platform delivery where required, and live programme feeds to venue/overflow screens where applicable.
Reliability and contingency	Technical rehearsal, stream monitoring, resilient internet arrangements, backup recording, power/connectivity contingencies, and recovery planning appropriate to the event.

4.7 Post-Production, Adaptation and Accessibility

Service group	Coverage may include
Video and photo finishing	Editing, photo selection/editing, colour correction, grading, retouching and export.
Audio finishing	Dialogue clean-up, noise reduction, mixing, mastering, sound design and music integration.
Graphics and language versions	Titles, branded graphics, captioning, subtitles, transcription, voice-over and translation integration.
Platform adaptation	Landscape, square, portrait and vertical versions; web, social, presentation and archive exports.
Content repurposing	Turning one interview, podcast, event or long-form production into shorter clips, teasers, quote videos, stills, audiograms and related assets.
File handover and archiving	Clearly organized masters, web-ready files and, where specified, raw/source footage, audio and editable project files.

5. Equipment and Technical Specifications

Bidders should demonstrate access to professional, fit-for-purpose equipment appropriate to the services offered. UGHE does not prescribe brands or models; equivalent or higher specifications are acceptable. Equipment may be owned or reliably accessible through established rental/production arrangements.

Area	Minimum expected capability
Photography	Professional interchangeable-lens mirrorless camera bodies capable of RAW capture; suitable wide, standard, portrait and telephoto lenses; flash/portable lighting and backup media/batteries. Preferably Sony Alpha series
Video capture	Professional HD/4K-capable cameras with appropriate lenses, tripods and stabilization; provision for multi-camera recording, teleprompter and/or green-screen where required. Preferably Sony Cinline
Audio recording	Professional wireless lavalier, handheld and shotgun microphones; field/multitrack recorders or mixers; 48 kHz/24-bit recording capability, monitoring headphones and appropriate backup.
Lighting and grip	Portable LED lighting, modifiers/softboxes, stands, reflectors and support equipment suitable for interviews, events, portraits and controlled productions.
Podcast/music production	Professional microphones, audio interface/mixer, monitoring, acoustic treatment or controlled recording environment, and current digital audio production/editing capability.
Livestream/broadcast	Professional video switcher/encoder, capture/playback systems, audio mixing, presentation/remote-speaker integration, 1080p streaming capability, local recording and scalable camera inputs.
Connectivity and power	Stable primary connection appropriate to broadcast bitrate, practical backup connectivity for critical events, UPS/backup power where needed, sufficient batteries and power distribution.
Event sound/PA	Scalable digital/analogue mixer, microphones, speakers/PA, stage monitors or foldback where required, DI/playback capability, cabling and suitable backup for the event scale.

Drone/aerial	4K-capable aerial capture or equivalent professional quality, qualified operator and all applicable permissions/authorizations.
Post-production and storage	Current professional editing, graphics and audio software; capable workstations; calibrated/appropriate monitoring; secure storage, working backups and reliable file transfer.

6. Technical, Brand and Output Standards

Requirement	Expected standard
Production quality	Crew and production setup appropriate to the brief, with professional image, lighting and audio quality.
Brand consistency	Correct use of UGHE and approved partner/event identities supplied for the assignment.
Accessibility	Captions, subtitles, transcripts or accessible text treatments where specified.
Output formats	High-resolution masters plus web/social-ready formats and aspect ratios required in the brief.
File organization	Clear file naming and organized handover suitable for institutional reuse and archiving.
Continuity and backup	Reasonable backup of recordings and project materials until final handover/acceptance.

7. Assignment Briefs, Delivery and Turnaround

Each assignment will be supported by a concise brief defining purpose, audience, location/date, expected outputs, technical requirements and delivery deadline. Turnaround will be proportionate to the work and may include same-day or rapid delivery for selected photographs, reels and event content. Final materials should be submitted through the agreed transfer method and in formats suitable for practical institutional reuse.

8. Consent, Ethics and Safeguarding

The provider must work respectfully in academic, clinical, research and community settings and follow applicable instructions on consent, privacy, confidentiality and safeguarding. Particular care is required when recording patients, children or other protected participants. Content must not misrepresent, stereotype or exploit individuals or communities.

9. Intellectual Property and Usage Rights

Unless otherwise agreed in writing, commissioned and paid-for final materials, raw recordings and agreed source/project files will be available to UGHE for institutional use, editing, adaptation,

publication and archiving. UGHE content may not be used externally by the provider without prior written permission. Third-party material must be properly licensed for the intended use, and restrictions or recurring costs must be disclosed in advance. Original music commissioned specifically for UGHE must be supplied with the agreed usage rights documented.

10. Roles and Responsibilities

Party	Responsibilities
Service provider	Provide qualified personnel and appropriate equipment; prepare for assignments; meet agreed technical, creative and delivery standards; maintain professional conduct and confidentiality; keep reasonable backups until handover; incorporate agreed feedback; and comply with applicable regulatory requirements for specialised services.
UGHE	Provide the assignment brief, available background information and brand assets; facilitate reasonable institutional access and participant coordination; identify known consent/protocol requirements; and provide consolidated review and approval feedback within the agreed production process.

11. Minimum Qualifications and Capacity

Criterion	SCORE	Minimum expectation
Relevant experience	20	Minimum 5 years of demonstrated professional experience providing one or more of the services covered by this ToR. Bidders should provide a strong and relevant portfolio demonstrating the quality and relevance of previous assignments.
Institutional/event capability	15	Minimum 3 years of experience working with universities, health or research organizations, public institutions, NGOs, international organizations, established brands, and/or major events. Previous provision of services to UGHE is an added advantage.
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Professional standards	20	Demonstrated ability to meet deadlines, manage digital files responsibly, work professionally and sensitively in institutional and community settings, and provide reliable client references from comparable assignments.

12. Proposal Requirements

Submission	What to provide
Technical proposal	Brief company/consultant profile, relevant experience, approach and service categories offered.
Portfolio	Representative work relevant to the categories bid for, including institutional, event, social, documentary, audio/music or livestream examples as applicable.
Team and equipment	Key personnel and concise summary of available production and technical capacity.
References	Relevant client references or evidence of comparable assignments.
Financial proposal	Completed Annex 1 rate card showing unit rates, applicable taxes and any necessary assumptions or exclusions.