



Preview Video — Invitation for Proposals

Goal: Production of a preview video for SOW2019 through interested parties from within or even outside the orienteering scene.

1 Principal

- Swiss O Week 2019 Gstaad
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2 Objective

- Sought out is a film team that produces a 5- to maximal 6-minute-long preview video highlighting the Swiss O Week 2019.
- The video will be published on the SOW-homepage as well as other different social media channels that will be covered by SOW 2019.
- It is planned to use the preview video for the national as well as the international market and will be deployed accordingly. If language and/or text is featured in the video, the English language should be used, if necessary, with sub-titles.
- The preview video is intended to give first impressions of the used course areas and of the competition centre of the SOW 2019 in Gstaad. It should encourage the viewers to sign-up early for the SOW 2019.

3 Scheduling

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| • Deadline for submitting the offer | 20.05.2017 |
| • Submitting the elaborated script of the preview video | 15.06.2017 |
| • Review by the SOW 2019 management (office) | 30.06.2017 |
| • Finalising the outside shootings | 15.10.2017 |
| • Finishing the post-processing of the raw material | 30.11.2017 |
| • Handing over the video to SOW 2019 | 20.12.2017 |
| • Applicable follow-up corrections based on reviews from SOW 2019 (they will be delivered no later than 10 January 2018). | 31.01.2018 |

4 Framework

- The preview video will be scrutinized by the OC of the SOW 2019 before publication and thus officially released.
- It is the film team's responsibility to supply the necessary „actors“ and „extras“ as well as the needed orienteering material.
- The film team is also providing all the needed technical filming equipment.
- The delivery of the video is done via a data storage device with a USB3 interface.
- The film team is purchasing all the necessary copyright and legal rights of use. If music is used, it has to be at a lower price than would need to be paid via SUISA-fees.
- The film team hands over all the rights to the video to SOW 2019 through delivery of the objective. Therefore, the video has to be un-protected and workable.

- Subsequently, the video may be used freely by SOW 2019 and especially for commercial purposes. Particularly, SOW 2019 may, at a later date, add a trailer and/or closing credits to present its sponsors.
- The delivered video may not be published onto a public viewing platform (i.e. YouTube) it may only be embedded as a link from a SOW-platform to the platform of the film team.
- Following the SOW 2019 event, the film team may however use the raw data. It is not allowed to put SOW 2019, their sponsors and partners into an unauthorized and improper light.
- The insurance is the responsibility of the film team. SOW 2019 disclaims any liability in this matter.

5 Benefits SOW 2019

- The film team will benefit from three free nights in an accommodation during outdoor filming. These costs should not be included into the offer. If the duration of the outdoor shooting exceeds these 3 nights, the additional costs will have to be paid by the film team.
- The film team may include their logo and text in the closing credits (maximal 5 seconds).
- Members of the film teams may start at the SOW 2019 despite their knowledge of the competition areas. This applies even in case that outdoor filming is in process and out of bound areas have already been published.

6 Costs to be included in the offer

- The offer should include all costs, expenses and compensations for the entire film team; see above under "benefits SOW 2019" for an exception.
- The offer should also include all additional costs (with the exception of accommodation) during the shooting time in Gstaad.
- The offer should cover all necessary costs for the technical post-processing of outside filming.
- Included in the offer should also be all applicable supplementary adaptations that SOW 2019 might be requesting after scrutinizing the video beginning January 2018.
- For each week's delay as stated in the itinerary in chapter 3, a penalty of 10 % from the agreed fee will be deducted.

7 Documents and Data to be submitted

- Date for questions in writing
- Deadline for submitting the offer
- Documents to be submitted
 - 1 reference of a comparable project
 - Outline of the script and the action, minimum 1 page A4, maximal 3 pages A4
 - Description of procedure
 - Description of the used filming equipment
 - Schedule from the view point of the film team
 - Offer in CHF, indicating with / without VAT (added value tax)
 - Other enclosures of the film team

06.05.2017
20.05.2017

8 Award Criteria

- Price: 30%
- Quality of proceedings offer: 30%
- Overall impression: 30%
- Reference: 10%