



## Invitation to quote – Animation Services

<b>CLIENT</b>	Real Ideas Organisation	<b>DATE</b>	26 <sup>th</sup> March 2021
<b>CONTRACT REFERENCE</b>	Game Changer Animation	<b>RIO contact</b>	<a href="mailto:workwithus@realideas.org">workwithus@realideas.org</a>
<b>DEADLINE FOR SUBMISSIONS</b>	<b>Wednesday 7<sup>th</sup> April 2021, 9am</b>		

### Background

Real Ideas is the lead partner for Game Changer - a programme funded by the European Social Fund and The National Lottery Community Fund. Game Changer works with young people aged from 15 – 24 in Cornwall and the Isles of Scilly who are unemployed or not in education.

Real Ideas is running a project with a group of 4 young people from our Game Changer programme to help design marketing materials for our new brand awareness campaigns. The young people will discuss and design a brief for the animation videos which will then be provided to the animator.

The chosen animator will work with the group, initially to help storyboard their idea and later to review the video produced, asking for their feedback and suggested amendments. These meetings will take place via GoTo Meetings with a member of Real Ideas staff present to help facilitate conversation.

### Animations

3 X 20-30 seconds

These are likely to be around the following themes, but the final video briefs will be provided by the young people:

- a. What is Game Changer?
- b. Who is Eligible?
- c. How to Apply

### Design

In line with Game Changer branding, we're looking for 3 x short animations that highlight 3 key areas as above. These should remove barriers for young people to enter the programme and get support. The Game Changer brand pack will be available to successful bidder to work with.



### **Schedule**

The successful animation partner will be expected to work with our team of young people twice during the process. You will be given a brief, written by them and then you will meet them initially to storyboard their idea. After the videos have been made independently, you will be expected to meet again with the team to get feedback. Then, there will be an approximate 2-week window to take on board their comments in the creative before the final deadline.

### **Pricing**

Please provide a cost, broken down to detail the following elements:

- Planning / storyboarding
- Creating the animation
- Editing / Post-production (please expect up to 2 sets of notes/amends before sign off)

### **Selection criteria**

Critical to our decision making in this process will be value for money, so cost will be the primary factor we will judge submissions on.

We will also take into consideration your prior experience delivering similar jobs for other clients, please include any samples or references of previous work where appropriate.

It is vital that the chosen animator is comfortable working with young people and can engage others in decision-making.

### **Timescales**

- Deadline for proposals Wednesday 7<sup>th</sup> April, 9am.
- Interviews with shortlisted animators to take place week beginning 12<sup>th</sup> April
- Work to start by 16<sup>th</sup> April 2021
- Animations to be completed by 9am 31st May 2021

### **Responding to this Invitation to Quote**

Should you wish to quote for this job, please send a brief proposal outlining your experience and suitability for the work, the cost you would charge and confirmation that you have capacity to complete the work in the timeframe described. Please also include any examples you feel relevant. Creative concepts are not required at this stage of the process.

Please send submissions to [workwithus@realideas.org](mailto:workwithus@realideas.org) – **the deadline for submissions is 9am, Wednesday 7<sup>th</sup> April 2021.**

-End-