



Request for Interest

GoUSA TV Distribution/Syndication Consultant

July 7, 2020



PURPOSE/SCOPE OF WORK

The purpose of this Request for Interest (RFI) is to identify a Consultant to obtain carriage for streaming and video-on-demand platforms for GoUSA TV, which is Brand USA's digital television network.

BACKGROUND

GoUSA TV is an international travel entertainment channel, featuring shows about the United States. The network is currently available on Roku, Apple TV, Amazon Fire, iOS, Android and Google Chromecast. There is a curated GoUSA TV channel on YouTube. Android TV will launch shortly. Details about GoUSA TV are here: www.gousatv.com and <https://www.thebrandusa.com/gousa-tv/information?tab-order=0>. Our primary target audience is outside of United States.

CRITERIA/QUALIFICATIONS:

- Must have contacts in the digital television industry. Platforms across the globe of potential interest include: Samsung Plus, Sharp Channels, Pluto, Crackle, Tubi, YouTube TV, Philo, Xumo, AT&T, Tivo Plus, xBox and many more. It's vital that the Consultant has established, personal contacts in this industry.
- Experience negotiating contracts specific to carriage.
- Experience with playout vendors who connect networks to minimize delivery expenditures.
- Experience with launching new digital platforms.
- Experience with assisting in public relations efforts to promote new launches.
- Experience in identifying/building new business opportunities & strategic partnerships.
- Experience with negotiating and obtaining on-platform promotion.
- Willingness to assist with other GoUSA TV projects as needed and as time permits – including licensing of content, data measurement and analysis, OTT research regarding worldwide status and best practices and other duties as assigned.
- Other skills: Self-motivation; advanced communication/sales skills; ability to work in a multi-agency environment; excellent reputation – worthy of representing Brand USA; ability to educate Brand USA about this ever-changing landscape; and project management.

Special Notes

Initial trial period for this Consultancy is three months. Consultant may have other clients, assuming that the work doesn't not interfere, or compromise efforts for GoUSA TV. While we estimate this work may occupy up to ten hours weekly, we are focused on results. Actual effort/monthly hours will be mutually agreed upon at contract.

Questions

Failure to answer the following questions may result in disqualification.

Please address:

- What are your three favorite shows/series on GoUSA TV and why do you believe they may encourage more tourism to the USA?
- On which platform(s) did you watch GoUSA TV? What did you think of the experience?
- What are the platforms you feel are best suited for GoUSA TV?
- What channels have you successfully launched on what platforms?
- Which do you do feel is more important – streaming/linear channel, or video-on-demand? Why?



PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the applicant, but it must include the following information:

- Resume and cover letter.
- Hourly rate.

BUDGET

Based on the RFI requirements and the number of hours requested, the proposer must submit a realistic monthly budget. As mentioned above, we estimate this work may occupy up to ten hours weekly.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than July 10 (due by 12:00 PM ET), and sent by e-mail to RFPadmin@TheBrandUSA.com.

We do not answer questions via phone. Relevant questions and answers will be posted on www.thebrandusa.com. Duplicate questions; questions answered already in this RFP and questions not relevant to this RFP may not be answered. Names are removed prior to the posting.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **RFP Responses** must contain the following information:
 - a. Cover letter and resume.
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Proposed monthly budget.
 - d. Direct answers to the questions listed under “Questions.”
2. **Certification Form**: Must be signed and accompany all RFI Response submissions.



TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	July 7, 2020
B. Written Questions (due by 12:00 PM ET)	July 10, 2020
C. Written Questions Answered and posted to Brand USA website	July 13, 2020
D. Proposal Due (due by 5:00 PM ET)	July 17, 2020
E. Notification and Scheduling of Finalist Interviews	July 21, 2020
F. Finalist Presentation/Interviews	July 23, 2020
G. Notice of Intent to Award Contract and Public Posting	July 27, 2020

DELIVERY OF PROPOSAL

Each bidder is required to email a proposal to RFPadmin@TheBrandUSA.com, no later than **July 17nd (5:00 PM EST)**.



EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Interest will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Interest in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 2

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Demonstrated success in obtaining carriage for OTT	70	
Communication/Sales skills	15	
Cost effectiveness	15	
TOTAL POINTS	100	

