



USA

VisitTheUSA.com

Brand USA



Request for Interest
GoUSA TV Many Voices Travel Series – Black & Brown Culture

August 16, 2021



PURPOSE/SCOPE OF WORK

The purpose of this Request for Interest (RFI) is to identify a series concept and production partner for a travel entertainment series showcasing Black and Brown culture across the USA for GoUSA TV, Brand USA's digital television network. Our objective is to amplify Black and Brown voices to promote the diversity of the USA.

BACKGROUND

GoUSA TV is a global, multi-channel travel entertainment network featuring programming about the United States. The network is currently available on Samsung TV Plus in the UK and India, Plex, Reach TV, GO Transit, Roku, Apple TV, Amazon Fire, Android TV, iOS, Android and Google Chromecast. There is a curated GoUSA TV channel on YouTube. Details: www.gousatv.com and <https://www.thebrandusa.com/gousa-tv/information?tab-order=0>

Our target audience is culturally curious video viewers in international markets.

GoUSA TV programming includes award-winning television series, feature-length documentaries, and popular shorts told from the diverse perspectives of real people across America. Our mix of programming exposes authentic USA experiences, showcasing the people, places and activities that make travel in the U.S. unique.

Our programming taps into the cultural fabric of the USA in all locations and celebrates the hyper-local diverse experiences that make the United States truly distinct. As part of our original programming slate, we are seeking to create an original mid-form series at ten to twenty minutes per episode. The series will showcase Black and Brown culture across the USA, highlighting voices, experiences, businesses, communities and cities that uniquely make up the fabric of the USA. We invite producers/production companies to submit proposals.

CONTENT GUIDELINES

By watching GoUSA TV you will notice that our shows embody the following qualities that your submission should include:

- Clear, unique format
- Prioritizes storytelling over typical travelogue fare
- Story arc. The storyline must have a concrete beginning, middle, and end for viewers to follow, as well as engaging emotion through drama, conflict, fun, or comedy
- High stakes
- Strong characters
- Talented, passionate hosts
- Highlights uniqueness and builds a sense of place by featuring cultural elements such as food, music, identities, traditions, etc.
- Shares something completely new and unexpected about a destination, or shines a new light on something well-known
- Builds affection for the place and characters
- **Makes a viewer think: "I want to go do that thing, in that place, with those people now"**

Additional considerations:

- Open to all approaches - non-scripted, scripted, documentary, reality, etc.



- Must cover USA destinations only
- Interested in talent driven; although not a requirement

SPECIAL NOTE

We will begin with a pilot of the series. If enjoyed by all parties, we will contract for at least four more episodes.

MESSAGING FRAMEWORK

Our global messaging framework outlines the foundational approach we use to tell the story of the USA. Any story should touch on Possibility, Proximity, and Welcome.

- Unique Product Benefit: **Possibility**
Whether geographical, emotional or sensory, the vast range of experiences you can have while traveling in the USA are unique, diverse and totally up to you.
- Value Proposition: **Proximity**
The interconnectedness of USA points of interest means less time spent traveling and more time enjoying the wide range of experiences available.
- Tone of Voice: **Welcome**
Dear World, we invite you to visit the USA and discover everything our 50 states, five territories and one district have to offer. There is so much you haven't seen and we'd love to show you around.

Our content themes focus on personal, emotional and human themes we've all seen in movies and literature. For GoUSA TV, these themes drive the narrative but the destination or experience is always the focus. **The destination is the hero**, but the story or characters are the lens by which we learn about that hero. In other words, the storyline is driven by (moves forward with) the thematic experiences of the characters, but the destination is always the protagonist of the story.

- Adventure
- Friendship
- Self-discovery
- Falling in love
- Achievement

CRITERIA/QUALIFICATIONS

Producer/production company must have:

- At least five years of extensive television/video production experience
- Experience producing the genre you are proposing (scripted, documentary, etc.)
- Experience obtaining permitting
- Capability to secure talent and negotiate talent rights for the series
- Diversity and inclusion behind and in front of the camera with crew reflecting Black and Brown representation
- Excellent reputation – worthy of representing Brand USA



QUESTIONS

Failure to answer the following questions may result in disqualification. Please address:

- What is your typical time frame for pre-production, production and post-production on a series similar to your proposed concept?
- What makes your production company and/or process stand out?
- What are your three favorite shows on GoUSA TV? And why?

PROPOSAL FORMAT & SPECS

Proposal format is open to the presentation style and delivery of the proposing team.

Proposals that include a distribution strategy or promotional strategy (beyond GoUSA TV) to increase awareness of GoUSA TV and its specific programming will be prioritized.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA. RFI Responses must contain the following information:

Proposals may be rejected if they do not include all of the deliverables.

Proposers wishing clarification of this RFI must submit questions in writing to Brand USA, no later than August 20th (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. Irrelevant questions, duplicate questions, and questions already answered in this RFI may not be answered. Names are removed prior to posting.

DELIVERABLES

- **Synopsis** – Submit a brief proposal of your concept. Briefly outline the series or the larger context out of which the series evolved.
- **Treatment** – Clearly communicate how the series will unfold from beginning to end. Include details on format, story structure, style, and voice.
- **Attached Talent** (if applicable) – Please send on camera links + social media #s.
- **Episodic Descriptions** – Please include at least one sample episode summarizing the content of a planned episode.
- **Budget** – Please provide clear budget estimation.
- **Key Team** – Provide bios of principal creative personnel and production company.
- **Sample Work** – Include samples of previous work that best exemplify your production ability and are relevant in style and subject to the current project.
- **Answers to Questions** – Please submit answers to the questions listed under “Questions.”
- **No Conflict of Interest** – Any relationships that could potentially be considered a conflict of interest must be listed.
- **Signed Certification Statement** (attached) – Please sign and include with 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.

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| • RFI Released | August 16, 2021 |
| • Written Questions (due by 12:00 PM ET) | August 20, 2021 |
| • Written Questions Answered and Posted to Brand USA Website | August 24, 2021 |
| • Proposal Due (due by 5:00 PM ET) | September 9, 2021 |
| • Notification and Scheduling of Finalist Interviews | October 4, 2021 |
| • Finalist Presentation/Interviews | October 13-14, 2021 |
| • Notice of Intent to Award Contract and Public Posting | October 18, 2021 |

DELIVERY OF PROPOSAL

Each content creator is required to email a proposal to RFPadmin@TheBrandUSA.com no later than September 9th @ 5:00 PM ET.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Interest will be evaluated to establish which of the producers/production companies 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 Interest. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Producer to better define, elaborate upon, and fix the Producer's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1: CERTIFICATION STATEMENT

Please include this statement as part of your Proposal.

By submission of this Proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the Proposer to the terms of this Proposal and hereby certifies on behalf of the Proposer 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. Proposal and budget quote is valid for at least 120 days from the date of Proposer's signature below.
4. Proposer understands that if selected as the successful Producer, he/she will have ten (10) business days to complete contract negotiations and execute the final contract document. Date of execution can be extended by mutual agreement between Producer/Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

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**

Proposal: _____

Evaluated by: _____

Date: _____

Proposal Evaluation Criteria

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

	MAX POINTS	SCORE
Quality of the concept	40	
Suitability to the mandate of GoUSA TV	20	
Producer's experience and ability	20	
Cost effectiveness	20	
TOTAL POINTS		