



The American Chamber  
of Commerce in Jordan

**The American Chamber of Commerce in Jordan  
(AmCham – Jordan)  
REQUEST FOR PROPOSALS (RFP)  
Within the scope of  
Informal Livelihood Advancement Activity (Iqlaa)**

RFP #	<b>03/2026</b>
Name:	Production of a Program Promotional Video
Date of Issuance:	<b>Tuesday, May 12<sup>th</sup>, 2026</b>
Q&A Deadline	Questions with respect to this RFP should be sent by email to <a href="mailto:amcham@amcham.jo">amcham@amcham.jo</a> by <b>Monday, May 18th, 2026</b> Responses to all questions will be shared with all bidders
Proposal Submission Deadline	<b>Thursday, June 4th, 2026 by 4:00PM</b> Amman time
Anticipated Date for final selection:	<b>Monday, June 15th, 2026</b>
Contract Start Date	TBC (To be confirm) Expected filming period: <b>June – November 2026</b> (subject to project activities schedule)
Expected Completion Date	<b>January 2027</b>
Submission Method	Interested companies are requested to submit <b>two separate PDF files</b> (Technical and Financial) via:  Email: <a href="mailto:amcham@amcham.jo">amcham@amcham.jo</a> Subject Line: RFP – Program Promotional Video Production
Proposal Requirements	Technical Proposal (max 2–3 pages) must include: <ul style="list-style-type: none"> <li>• Understanding of the assignment</li> <li>• Proposed methodology and creative approach</li> <li>• Work plan and timeline</li> <li>• Team composition and roles</li> <li>• Relevant experience and portfolio</li> <li>• Production equipment overview</li> </ul> Financial Proposal must include: <ul style="list-style-type: none"> <li>• Detailed budget breakdown by deliverable</li> <li>• Currency: Jordanian Dinar (JOD)</li> <li>• Validity period (minimum 90 days)</li> </ul>

**Important Note:** *Submission of a proposal does not constitute an award commitment by AmCham-Jordan, nor does it obligate AmCham-Jordan to pay any costs incurred in preparing the proposal. AmCham-*

*Jordan reserves the right to reject any or all proposals without explanation. All costs are at the proposer's own risk and expense.*

## **I. INTRODUCTION:**

The **American Chamber of Commerce in Jordan (AmCham-Jordan)** is a non-profit, member-based organization established in 1999, representing over 250 members, 90% of which are SMEs. For more than 26 years, it has contributed to Jordan's sustainable economic development by supporting business growth and strengthening Jordanian American economic relations. AmCham-Jordan is affiliated with the U.S. Chamber of Commerce in Washington, D.C. and is a member of the AmCham MENA Regional Council.

**AmCham-Jordan** is one of the implementation partners of the Informal Livelihoods Advancement Activity (Iqlaa), funded by the United States. Iqlaa is a five-year program that started in May 2022 and aims to support Jordan's home-based, micro and small businesses to grow, transform, and become resilient to future challenges. Iqlaa's approach explores new ways of doing business and improving access to finance, markets, and services. It focuses on four sectors: agriculture, tourism and hospitality, manufacturing, and services, with a special focus on technology development and implementation. The program encourages and supports the participation of all micro and small business owner segments.

## **II. CONTEXT OF CONSULTANCY:**

Within the framework of the Iqlaa Project, AmCham-Jordan supports the growth and sustainability of micro and small enterprises (MSEs) in Jordan through an aggregator accelerator model designed to improve market access, scalability, and export readiness. The program works to strengthen business aggregation models that enable small producers to access e-commerce platforms and traditional export channels.

To document these efforts and highlight their impact, AmCham-Jordan seeks to produce a comprehensive promotional video capturing the program implementation activities, key milestones, success stories of participating aggregators. The video will serve as a strategic communication tool to showcase the program's impact and reinforce AmCham-Jordan's role beyond the project's duration.

## **III. OBJECTIVE OF THE ASSIGNMENT:**

The purpose of this assignment is to contract a qualified audiovisual production company to produce a high-quality promotional videos that captures the impact of the Aggregator Accelerator Program implemented by AmCham-Jordan under the Iqlaa Project.

The videos will highlight the program's key activities, milestones and achievements, with a focus on demonstrating its tangible impact on participating beneficiaries. It will also feature selected aggregators and MSEs they work with, showcasing their experiences, outcomes, and success stories

as a reflection of the program's contribution to strengthening their capacities and supporting their progress toward regional and international market expansion.

The videos should:

- Present a compelling narrative about the project.
- Showcase program activities and milestones
- Highlight beneficiary success stories.
- Interview senior program figures.

Usages of the produced content:

- Knowledge sharing and promotional campaigns.
- Social media and digital platforms.
- Program documentation and archiving.
- Donor reporting and visibility.

#### **IV. SCOPE OF WORK:**

The selected company will be responsible for full-cycle video production, including pre-production, production, and post-production.

##### **A. Pre-Production**

- Concept development
- Scriptwriting and storyboard development
- Production planning and scheduling

##### **B. Production**

- Field filming across project locations (approx. 10 -12 site visits + additional if required) including full photography and video coverage.
- Interviews with beneficiaries, stakeholders, and program staff. Vendor should align filming schedules with program activities, implementation realities and activity changes
- Photography and video coverage of:
  - 3-day trainings,
  - approx. 10 coaching sessions, and workshops
- Professional photography coverage of aggregator/MSEs/consultants/AmCham's meetings. (approx. 3 Days)
- High-resolution edited images for reports, social media, publications, and website
- Video editing and photography editing
- Voice-over and subtitles (Arabic to English and vice versa) as needed

##### **C. Post-Production**

- Video editing
- Voice-over production (Arabic and/or English as required)
- Subtitles (Arabic/English)
- Infographics integration (where applicable)



## **D. Equipment & Logistics**

The vendor shall secure all necessary professional equipment, including:

- 4K cameras (minimum 24 FPS)
- Lighting and stabilization systems
- Professional audio recording equipment
- Backup equipment for continuity
- The equipment must be up to date and within the frame rate of high-quality presentation equipment (TV, Smart Phones, Laptops)

The vendor is responsible for covering the all costs of on-site transportation, logistics, in addition to on-site coordination.

## **E. Branding**

- The vendor must follow AmCham-Jordan and Mercy Corps branding and marking guidelines. As well as Mercy Corps safeguarding, consent obtainment and privacy protocols.
- AmCham/Mercy Corps will provide branding guidelines within 2 days upon awarding.

# **V. DELIVERABLES**

## **I. Main Video**

- Duration: 5-6 minutes
- Format: Horizontal 4K (3840 × 2160)
- Includes:
  - Program overview and impact narrative
  - Trainings and workshops coverage
  - Stakeholders and beneficiaries' interviews
  - Field activities and success stories
  - Voice-over (Arabic and/or English as required)
  - Translation/ subtitles (English/Arabic as required)
  - Infographics (as needed)
- Platform-ready exports:
  - 16:9 (YouTube, events, presentations)
  - 9:16 (Reels, TikTok, Shorts)
  - 1:1 (LinkedIn)

## **2. Short Highlight Videos**

- 4 videos (30–60 seconds each)
- Includes:
  - Short Video 1: Shorter version of the main video
  - Short Video 2: Iqlaa and AmCham-Jordan presenting program
  - Short Video 3: 3-4 aggregator and MSEs testimonials
  - Short Video 4: Market Linkages Component
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- Formats:
  - Horizontal 4K (3840 × 2160), with safe margins to allow cropping into vertical and square when needed.
  - Vertical (1080 × 1920) optimized for social media
- Platform-ready exports:
  - 16:9 (YouTube, events, presentations)
  - 9:16 (Reels, TikTok, Shorts)
  - 1:1 (LinkedIn)

### 3. Photography Deliverables

- High-resolution edited photographs
- Coverage of:
  - Trainings
  - Coaching sessions
  - Field visits
  - Meetings and stakeholder engagement

### 4. Raw Materials

- Raw video and photography footage
- The original voice-over audio files
- Project archive package

### 5. Additional Outputs

- Storyboard and final script
- Music licensing documentation (The vendor should provide the copyright certificate of the music track used to AmCham/Mercy Corps)
- Two versions of all videos:
  - With burned-in subtitles
  - Without subtitles

## VI. TIMELINE & MILESTONES

Deliverable	Deadline
Workplan and filming schedule methodology	1 week after contract signing
Story board & script	3 weeks after signing
Ongoing photography & footage submission	Continuous (upon completion of each photo or video recording activities)
First draft main video	First week December 2026
Final main video	First week January 2027
Draft Short videos (4)	First week December 2026

## VII. INTELLECTUAL PROPERTY RIGHTS

All produced materials, including raw footage, edited videos, and photographs, shall be the exclusive property of AmCham-Jordan and Mercy Corps.

## VIII. REPORTING, APPROVAL & REVISIONS

- Vendor should maintain a consent tracking sheet/documentation for all interviewed beneficiaries and filmed participants
- All deliverables are subject to approval by AmCham-Jordan and Mercy Corps
- The vendor shall be required to incorporate feedback and undertake revisions as necessary. A minimum of five (5) rounds of revisions shall be allowed for each deliverable, or until the final version fully meets the agreed requirements and quality standards, whichever comes first.
- Approval timelines: 5–6 working days per review cycle
- Final acceptance of all deliverables will only be granted upon written approval from AmCham and Mercy Corps.

## IX. PROPOSAL EVALUATION METHOD

Criteria	Weight
<b>Technical Weight</b>	<b>70%</b>
Understanding of the assignment	20 %
Proposed methodology and approach	20%
Team and technical capacity	15%
Relevant experience in similar projects	15%
<b>Financial Weight</b>	<b>30%</b>
Flexible payment terms	10%
Financial offer	20%
Only proposals scoring 70% or above in the technical evaluation will be considered for financial evaluation.	

## X. PROPOSAL SUBMISSION REQUIREMENTS

Bidders must include:

- Company profile
- Technical proposal
- Financial proposal
- Portfolio of similar work
- 2–3 client references
- Certificate of company registration
- Conflict of interest declaration

## **XI. QUALIFICATIONS**

The selected company should have:

- Proven experience in audiovisual production
- Prior work with NGOs or international organizations (preferred)
- Strong storytelling and documentary production capability
- Technical expertise in filming, editing, and post-production
- Ability to deliver 4K and multi-format outputs
- Strong project management and field coordination skills

## **XII. GENERAL TERMS AND CONDITIONS**

- All prices must be quoted in JOD and inclusive of all costs
- Proposals must remain valid for 90 days
- Incomplete submissions will be disqualified
- Two separate PDFs must be submitted (Technical + Financial)
- All branding guidelines must be strictly followed
- Vendor must comply with safeguarding and consent protocols
- Vendor responsible for securing filming permissions where required

## **XIII. QUALITY ASSURANCE AND KPIS**

Deliverable	Standard
Main video	4K quality, professional audio, broadcast-ready
Short videos	Social media optimized, platform-ready formats
Photography	High-resolution, publication-ready

## **XIV. ANNEXES**

- Company profile
- Portfolio
- Registration documents
- Conflict of interest form