



**Te Māngai Pāho**

**NZ On Air**  
Irirangi Te Motu



# Request for Proposals

## Te Māngai Pāho and NZ On Air Co-Fund Round

Round Two – 2020/21

Closing Date: 5:00pm

Tuesday 17 November 2020

All queries:

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**Ko te reo  
te take!**

# He mea whakataki

## Introduction

**Te Māngai Pāho and NZ On Air are joining forces to encourage compelling and new, receptive Māori language content (30-70% Te Reo Māori) made to appeal to a broad audience. Both funding agencies are committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation, including ensuring that New Zealander's value te reo Māori as a crucial part of national identity.**

Receptive Māori language content previously funded by both agencies has included series such as *Colonial Combat 2* and *Ahikāroa 2* (both for TVNZ On Demand and Māori Television).

**The agencies are now calling for short pitch documents via this RFP.**

# Pūtake

## Purpose

This contestable funding opportunity will support new, high-quality, receptive-language Scripted and Factual content for a broad audience in an engaging and inclusive way.

# Kaupapa mō tēnei RFP

## Request for Proposals

The fund seeks Scripted and Factual proposals with high production values made for diverse digital platforms including linear television, ondemand and online viewing. We expect the investments in this round to provide audiences with diverse Māori perspectives and original, new and engaging content.

Applicants will not require a Broadcast Commitment; however, it will be an advantage for your proposal to have confirmed support from an established platform and for the content to be available for distribution on other unrelated platforms. Evidence of platform co-investment and third party marketing support is encouraged and will also be an advantage.

The funding round will include a two-stage assessment process to make it easier for producers and allow them to put ideas forward without having to spend a significant amount of time creating full proposals. Production companies may submit up to a maximum number of three proposals in order to manage demands on the fund. We want your best ideas.

Te Māngai Pāho and NZ On Air is prepared to allocate up to \$8 million (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

## **Te Whakatakotoranga o te tono**

### **Pitch Format**

The stage one application should be a maximum of three pages and contain the following:

- An outline that crisply describes the idea and how it will engage its target audience for both the idea and 'right shifting'
- Proposed content output deliverables and quantities
- A marketing and promotional outline for the chosen platform/s
- A receptive Māori language and/or Māori cultural objective for the programme
- Brief bios/CVs, links to examples of previous work of key personnel where relevant
- A brief description of the quality management processes planned to ensure high quality Māori language and cultural content
- An indicative budget.
- Shortlisted projects will be invited to submit a full proposal.

# Wātaka

## Timeline

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5 Oct 2020	RFP Published
17 Nov 2020	Deadline for 1 – 3 page(s) pitch submitted via the online application system
30 Nov 2020	Shortlist confirmed with shortlisted projects being invited to submit full proposals. Unsuccessful projects also notified.
15 Jan 2021	Deadline for full proposals submitted via the online application system
16 Feb 2021	Recommendations to our respective Boards and Decision Letters distributed.

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# Te Tono ā-Ipurangi

## Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to submit an application. Only applications submitted through this portal will be considered. You can register at any time and we encourage producers to register well in advance of the funding deadline, 5:00pm Tuesday 17 November 2020. Please have your pitch document ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your Funding Application.

## Ngā tikanga me ngā herenga

### Reserved Rights and Terms and Conditions

- You must bear all of your own costs in preparing and submitting your proposal
- You represent and warrant that all information provided to us is complete and accurate
- We may rely upon all statements made in your proposal
- We may amend, suspend, cancel and/or re-issue the RFP at any time
- We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- We may accept late proposals and may waive any irregularities or informalities in the RFP process
- We may seek clarification of any proposal and meet with any submitter(s)
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal