



Terms of Reference (TOR) for Amman Festival (Video Production)

1. Background:

The Amman Festival is a key initiative under the strategic plan of the Amman Chamber of Commerce, designed to activate the commercial landscape and promote Amman as a leading destination for both local and international visitors. Scheduled to take place in August 2025 or from (15th of July until 15th of August 2025) will be promoted under **VISIT AMMAN PLATFORM**, the festival will serve as a **Major National** event aimed at boosting tourism, enhancing the city's image, and supporting local businesses.

The Amman Festival is bringing together culture, art, music, food, and entertainment. As part of this year's festival or from (15th of July until 15th of August 2025), a comprehensive branding strategy is required to ensure consistent messaging, visual identity, and creative engagement both online and offline.

To achieve these goals, the festival requires a strong, unified branding strategy that encompasses both online and offline platforms, ensuring consistency across all communications and media. This will include logo design, a comprehensive branding guideline, slogan development, creative video production, and the development of an iconic Amman Festival character.

The Amman Shopping Festival will play a significant role in boosting the commercial sector in several ways:

1. **Increased Consumer Spending:** The festival attracts both local residents and tourists, leading to a surge in foot traffic and spending across retail outlets, malls, and markets in Amman. Sales promotions, discounts, and exclusive offers encourage consumers to make more purchases.
 2. **Boosting Retail Business:** The festival creates a platform for retailers to showcase their products and reach a larger audience. Many businesses offer special deals, which increases their visibility and drives higher sales volumes.
 3. **Tourism Growth:** The festival draws tourists to Amman, particularly those from the region, contributing to growth in the hospitality, restaurant, and transport sectors. Tourists attending the festival also participate in shopping, dining, and other activities, which fuels economic growth.
 4. **Employment Opportunities:** With the increase in demand for services and goods during the festival, businesses often hire temporary staff, creating short-term employment opportunities in retail, customer service, and logistics.
 5. **Promoting Local Products:** The event provides an opportunity for local businesses to promote and sell their products on a larger scale, helping to increase local production, improve brand recognition, and expand market reach.
 6. **Strengthening Amman's Position as a Retail Hub:** The Amman Shopping Festival enhances the city's image as a shopping destination, making it more attractive for future investments in the commercial and retail sectors. This can lead to long-term economic growth and the development of new retail spaces and businesses.
- Overall, the festival serves as a catalyst for economic activity, attracting investment, boosting sales, and promoting local culture and commerce.

2. Objective:

The objective of this project is to develop creative high end / quality videos (storyboarding, scriptwriting, and shooting). The resulting videos should be engaging, and memorable, representing Amman's unique culture, commercial shops and atmosphere while appealing to a wide audience.

3. Scope of Work:

The service provider will be responsible for the following task:

High Quality Creative Videos in 10 different locations/areas (Indoor and outdoor) inside Amman:

- Conceptualize and create engaging promotional videos for the festival.
- Develop different storyboard for each video (Area), ensuring the narratives are aligned with the festival's message and vision.
- Write creative scripts for video production that are creative, clear, and convey the festival's atmosphere.
- Coordinate the video production, including filming, editing, and post-production, ensuring high-quality visuals and sound.
- 10 short videos: 30-45 seconds per video for each area/location.
- 1 Main video: 3 minutes for the 10 locations taken from the 10 short videos.
- Pre and post production: Storyboards, scripts, copywriting, location scouting, 3 - 4 models, make up, wardrobe, shooting, editing, voice over, coloring, music, and includes 4K drone shots.

4. Timeline:

The project timeline is within 30 working days, with key milestones as follows:

1. Kick-off meeting and initial brainstorming: [Date-TBD].
2. Action Plan with Timeline for deliverables including presentation: [Date-TBD].
3. Initial video/ concepts and storyboards: [Date-TBD].
4. Final videos delivery: [Date-TBD].

5. Target Audience:

- Local and international visitors attending the festival
- Families, students, and professionals
- Tourists visiting Amman for the festival
- Media outlets and festival sponsors

6. Budget:

The budget for this project will be based on proposals submitted by interested parties. Proposals/offers should include a breakdown of costs for each deliverable, and any other related expenses.

7. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Relevance of the proposed design to the theme of the **Visit Amman and Amman Festival**.
- Experience in producing high-quality videos and relevant to the concept.
- Ability to meet deadlines and project milestones
- Clear communication and understanding of the festival's objectives.
- 50% technical proposal that include team experience, equipment, content writers....etc
- 10% for the proposed videos concept & story board to ACC.
- 10% company past experience with similar projects.
- 30% Financial offer (that should be sent separately) in sealed envelope.

8. Submission Requirements:

Interested parties should submit their proposals by [17/ 5/ 2025] to [info@acc.org.jo]. The proposal should include:

1. A cover letter describes the service provider understanding for Amman festival and Visit Amman objectives and vision.
2. Detailed Technical and Financial offer (should be sent in sperate sealed envelopes).
3. Company profile, that include registration certificate from MoITS and Amman Chamber membership.
4. Samples from previous work (4 short Videos at least).
5. Team structure + CVs.
6. Content & storyboard writing samples.
7. Company available Equipment.
8. Years of experience.
9. Recommendation Letters.
10. Number of similar projects.