

Armed Forces Entertainment (AFE) Salient Characteristics

1.1 MISSION

Armed Forces Entertainment is the Department of Defense program that provides free, quality, live, and virtual professional entertainment to U.S. Armed Forces personnel and their family members stationed overseas. Priority is given to remote and isolated locations, ships at sea, and contingency operations overseas. The goal of the program is to promote retaining resilient, ready Service Members and their families by offering entertainment programming to overseas locations where U.S. Service Members are stationed or deployed.

1.2 PURPOSE

The purpose of this effort is to provide marketing support to Armed Forces Entertainment in seven areas consisting of:

- Task 1 - Media and Public Relations
- Task 2 - Marketing Assets
- Task 3 - Promotional Material & Graphics/Merchandise Production
- Task 4 - Website Maintenance
- Task 5 - Digital Marketing and Social Media
- Task 6 - Broadcast Media
- Task 7 – Videographer Services

All projects will tie back to the primary objective of branding the AFE Program to both the military audience and entertainment industry.

AFE will retain ownership of all source files and interactive applications.

AFE brand/logo is trademarked.

1.2.1 TASK 1 MARKETING PLAN AND MARKETING ASSETS

The Contractor shall support the overall AFE Marketing efforts. Research, write, and coordinate for approval with AFE staff on a continuous basis for the following:

- Create, Implement and Assess, the effectiveness of the marketing plan.
- Design the concept and graphic production for individual tour assets following AFE direction and approval. Digital Assets shall be posted on AFE's promotional website within 48 hours of approval. All visual data will be backed up and archived for future use and retrieval as necessary via approved providers.
- Poster files shall be of sufficient resolution for posters/digital displays. Specs will be, but not limited to:
 - Digital Monitor/Big Marquee: 1920 x 1080 (horizontal)
 - Outdoor Digital Monitor: 2000 x 1000
 - Instagram/Facebook story: 1080 x 1920 (vertical)
 - Web Image/Facebook Event: 750 x 421

Deliverables:

- Provide annual marketing plan.
- Provide complete artwork, components, and promotional content for distribution and upload to poster/graphics web link 60 days prior to tour group departure.
- Create and maintain marketing assets Tour Status update spreadsheets.
- Monthly breakdown of items worked and accomplished to coincide with the delivery and validation of billing invoices

1.2.2 TASK 2 MEDIA AND PUBLIC RELATIONS

The Contractor shall support the overall AFE Media and PR efforts. Research, write, and coordinate for approval with AFE staff on a continuous basis for the following:

- Create PR opportunities for multiple media platforms (print, web, radio, TV) for both commercial and military outlets as related to tours and AFE mission.
- Collaborate with AFE contracted entertainers' PR teams for tour promotion opportunities
- Communicate and coordinate with news media representatives and/or direct media requests.

Deliverables:

- Overall Tour Promotion Status Report – Provide weekly update report to AFE.
- Monthly breakdown of items worked and accomplished to coincide with the delivery and validation of billing invoices.
- Tour Specific Media and PR Calendar provided no less than 60 day prior to the tour.
- Weekly, Monthly and Quarterly Consolidated Media and PR Calendar.
- Weekly, Monthly and Quarterly Media and PR presence analysis.

1.2.3 TASK 3 PROMO MATERIALS AND GRAPHICS/MERCHANDISE PRODUCTION

The Contractor shall:

- Establishing the brand through the use of design, layout, art direction, copy, image color correction and manipulation, computer graphic production, project coordination, administrative support, and archiving.
- Production of AFE branded promotional assets (i.e. T-Shirts, foam drink holders, stickers, etc.)

Deliverables:

- Promotional Material design(s) and quote(s)
- Approved promotional material acquisition
- Project detailed description and execution timeline
- Monthly breakdown of items worked and accomplished to coincide with the delivery and validation of billing invoices.

1.2.4 TASK 4 WEBSITE MAINTENANCE

The Contractor shall:

- Make updates to the entire AFE website for text links, upcoming events, featured press releases, trade show features, sponsor banners, news articles, featured performers, photos, biographies, music, web site links, and other content.
- Create campaign specific landing pages.
- Guarantee website accessibility and interaction 24/7 worldwide utilizing a CDN (Content Delivery Network).
- Allow for the immediate addition, deletion, change, and upload of selected website information
- Guarantee host site reliability and responsiveness and offer 99.9% uptime; bandwidth for site activities with a nominal page refresh or load time of 2 seconds.
- Upload Marketing kits to the web-based poster/graphics site NLT 60 days prior to a tour.
- All work shall be reviewed and approved by the authorized and designated AFE staff member before final release.

Deliverables:

- Contractor will provide weekly status reports for on-going projects.
- Ensure all most recent tours are featured on AFE's Home Page banner. Once a tour(s) has been completed, that tour will be removed and the next scheduled tour(s) will be presented.

1.2.5 TASK 5 DIGITAL MARKETING AND SOCIAL MEDIA

The Contractor shall:

- Develop social content and maintain monthly content calendar, schedule and publish content for delivery, monitor incoming messages and relevant keywords, respond and engage with users on AFE social channels.
- Research, develop, and manage social media platforms opportunities to reach specific target markets (entertainment, general market, military)
- Create, present for approval, and schedule social media graphic pieces to increase overall brand awareness and maintain interest on social media platforms.
- Analyze social media efforts and provide AFE with a clear breakdown of gains/losses in social media followers, subscribers, effectiveness of individual posts, and provide recommendations for improvements or changes in industry best practices.

Deliverables

- Social Media Calendar to coincide with each tour, provided no less than 60 day prior to the tour.
- Weekly, Monthly and Quarterly Consolidated Social Media Calendar.
- Quarterly Social Media Efforts Evaluation report.

1.2.6 TASK 6 BROADCAST MATERIAL PRODUCTION

AFE requires broadcast quality promotional spots to air on AFN television and radio spots to better promote in person tours, virtual programming, and the program as a whole. AFE will require quarterly promotional spots or commercials for TV and radio, as well as five campaign specific spots for AFE's major campaigns. The Contractor shall:

- Work directly with AFE POCs to produce viable virtual content from provided "raw" footage captured on tour(s). This will include the strategizing, planning, packaging, branding, posting, hosting, and maintaining of content.
- Management and coordination of the creative and administrative aspects of a TV/Radio production
- Review of concept and copy development
- Presentation of concepts for AFE approval
- Review of storyboards, casting management, cost control, post production-editorial and audio management, music usage and talent usage
- Communication and follow through to ensure client production objectives are met
- Acceptance and adherence to AFN Technical Specifications as provided by AFE

Deliverables:

- Completed quarterly tour spots NLT 60 days prior to the start of the next quarter.
- Completed campaign specific spots, two weeks prior to the start of a campaign.

1.2.7 VIDEOGRAPHER SERVICES:

AFE requires videographer support for up to four (4) tours annually. The videography team will travel with selected touring groups and record their experiences on tour, the shows themselves, and any other content that could be useful to the program as a whole. The contractor shall:

- Work directly with AFE POCs to determine vision of film project
- Travel with selected AFE tours
- Record, edit, and deliver video content, as directed by AFE POCs

Deliverables:

A typical videography requirement would resemble, but not be limited to, the below example:

"Three (3) behind the scenes coverage, interviews, editing, and final high resolution video delivered via online while on tour from TBD;

- **Social Media Videos:** Three (3) thirty (30) seconds to one (1) minute (after each locations performance(s) have been completed) promotional videos;
- **Highlight Film:** one (1) three (3) to five (5) minute culmination film;
- **Music Licensing PDF:** licensed use of copyrighted music, 4-5 hours of behind-the-scene cover"

1.2.8 OTHER DIRECT COSTS:

AFE requires a vehicle to be able to pay for contractor supported “other direct costs” associated with the other seven categories previously mentioned. For reference, the Federal Acquisition Regulations (FAR) describes other direct costs as costs not previously identified as a direct material cost, direct labor cost, or indirect cost. In other words, any other direct cost is a cost that can be identified specifically with a final cost objective that the offeror does not treat as a direct material cost or a direct labor cost. Types of cost that are commonly proposed as other direct costs include but not limited to— unless specified withing the contract:

- Travel, royalties, and purchases of social media advertising (boosts).