

STATEMENT OF WORK (SOW)

Title: Freedom250 Campaign: Flavors of Freedom – GenNext250 Challenge (Thanksgiving Themed)

Client: U.S. Embassy Abuja Public Diplomacy Section (PD)

Location: Abuja, Nigeria

Contract Period: September – November 2026

Campaign Period: October 2026 – November 2026

Contract Type: Firm-Fixed-Price

1. BACKGROUND AND PURPOSE

This campaign is part of the U.S. government's year-long Freedom250 commemoration marking America's 250th anniversary of independence. It demonstrates how America First principles of mutual prosperity and reciprocal trade embody the enduring American values of innovation, entrepreneurship, and freedom that have defined 250 years of American progress.

"Flavors of Freedom" leverages food diplomacy to transform Freedom 250 from a commemorative moment into a participatory digital campaign that celebrates American innovation, promotes U.S. agricultural exports and bilateral trade, and demonstrates the economic benefits of U.S.-Nigeria partnership grounded in America First principles.

The campaign will use food as a cultural bridge to achieve four measurable objectives:

- i. highlight U.S.-Nigeria agricultural trade opportunities through market visits and cooking demonstrations featuring American exports;
- ii. showcase American entrepreneurship and innovation through the "250 Years of American Innovation" content series;
- iii. increase Freedom 250 brand awareness among Nigerian youth (ages 18-35) through engaging social media content; and

- iv. generate positive digital engagement leading into the Thanksgiving U.S. Embassy Abuja celebration in November 2026. The contractor will deliver weekly analytics reports (Section 3.5) tracking reach, engagement, sentiment, and Freedom 250 brand recall, with Embassy measuring success against baseline metrics established in the campaign plan (Section 5).

The Thanksgiving theme emphasizes gratitude for abundant blessings and the spirit of gratitude and resilience that has defined 250 years of American progress, celebrates the faith and fortitude of those who built America into a strong and resilient Nation, and demonstrates how fair and reciprocal partnerships and strong leadership create opportunity and prosperity for both the United States and Nigeria.

The campaign pairs a leading Nigerian food influencer with an American citizen chef resident in Nigeria to co-create a five-course American Nigerian Thanksgiving Fusion Menu blending iconic dishes from both countries, culminating in a live activation at the Flavors of Freedom/Thanksgiving Award ceremony in Abuja in November 2026.

2. OBJECTIVES

The "Flavors of Freedom" campaign will:

1. Create engaging digital content that highlights the U.S.-Nigeria economic and agricultural partnerships through food diplomacy with a Thanksgiving theme.
2. Produce a five-week video series featuring American Nigerian Thanksgiving fusion cuisine.
3. Drive social media engagement through interactive contests and challenges centered on gratitude and harvest traditions.
4. Showcase entrepreneurship, youth creativity, and innovation in both countries.
5. Generate positive digital engagement around the Freedom250 commemoration with measurable increases in Freedom 250 brand awareness and recall among Nigerian youth (ages 18-35).

6. Culminate in a live food activation activity and award ceremony at the Flavors of Freedom/Thanksgiving Award ceremony in Abuja
 7. Strengthen visibility of U.S.–Nigeria economic cooperation, particularly in agricultural trade and food security, consistent with America First trade policy principles.
 8. Enhance perception of the U.S. Mission in Nigeria as an accessible and collaborative partner.
 9. Achieve strong youth participation (ages 18-35) across digital platforms with specific targets for engagement rates, reach, and user-generated content submissions.
 10. Promote the role of the U.S. Mission in supporting bilateral trade, food security, and agricultural innovation.
 11. Highlight themes of gratitude for the blessings of liberty and freedom, celebrate 250 years of American innovation and achievement, and demonstrate how faith, hard work, and principled partnerships create prosperity for both nations.
- Recognize and celebrate GenNext250 Young Leaders through a formal award ceremony that connects winners to Freedom 250's forward-looking vision of the next 250 years of U.S.-Nigeria partnership.

3. SCOPE OF WORK

The Contractor/Influencer shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to perform the following tasks:

3.1 TALENT MANAGEMENT

3.1.1 Influencer Requirements

Influencer must:

- Have a valid business registration with Corporate Affairs Commission (CAC);

- Be a resident and available to work in Abuja during the contract period (September-November 2026);
- Be of Northern Nigerian descent (final selection will be merit-based, considering expertise, audience engagement, content quality, and alignment with campaign and U.S. Mission values);
- Have minimum 1,500,000 combined followers across Instagram, X, YouTube, TikTok and Facebook;
- Have demonstrated expertise in Nigerian cuisine
- Have strong familiarity with major food markets in Abuja
- Have a professional studio kitchen
- Have professional video production capabilities
- Have a professional production team
- Have strong engagement rates (minimum 3% average engagement)
- Have clean reputation and alignment with U.S. Mission values
- The influencer and American chef must be physically present in Abuja throughout the filming sessions and campaign period, including the award ceremony, and attend planning meetings (physically or virtually) with no competing campaigns during this period.
- Have experience hosting or coordinating live events (preferred)

Submit proposals including:

- Social media analytics and audience demographics
- Portfolio of previous work
- Proposed compensation structure
- References from previous brand partnerships
- Scope of work and deliverables
- Content ownership and usage rights

- Exclusivity provisions (no competing campaigns during contract period)
- Payment terms and schedule
- Cancellation and force majeure provisions
- Event hosting experience (if applicable)

3.1.2 American Citizen Chef Coordination

- Coordinate with Embassy POC to identify an Abuja-based American citizen chef participant
- If visiting American citizen chef is required:
 - Identify and propose qualified candidates
 - Coordinate travel logistics (flights, accommodation)
 - Arrange honoraria and per diem as approved
- Brief American citizen chef on campaign objectives, schedule, and expectations
- Coordinate availability for filming sessions, Thanksgiving event, and award ceremony
- Ensure chef is prepared for live cooking demonstration at award ceremony

3.1.3 Talent Management Throughout Campaign

- Serve as primary liaison between American citizen chef and the Embassy.
- Coordinate filming schedules and logistics.
- Ensure timely content delivery according to campaign calendar.
- Monitor campaign performance and engagement metrics.
- Address any issues or conflicts promptly.
- Facilitate communication and creative collaboration.
- Coordinate rehearsals for award ceremony presentations.

3.2 CONTENT PRODUCTION AND CREATIVE DEVELOPMENT

3.2.1 Campaign Planning and Creative Strategy

- Develop detailed campaign calendar within ten (10) business days of contract award
- Create content strategy for five-week digital series featuring (5 suggested Thanksgiving fusion menu options):
 - **Week 1:** Roasted Turkey vs Nigerian Grilled Chicken (Suya-spiced)
 - **Week 2:** Cornbread Dressing vs Jollof Rice Stuffing
 - **Week 3:** Candied Yams vs Nigerian Yam Pottage
 - **Week 4:** Cranberry Sauce vs Zobo (Hibiscus) Relish
 - **Week 5:** Pumpkin Pie vs Puff-Puff with Sweet Potato Filling

We're open to other exciting Thanksgiving fusion menu suggestions from the Influencer and the American citizen chef.

- Develop creative brief for each episode including:
 - Key messaging around trade, agriculture, entrepreneurship, food safety, food security, gratitude, and harvest traditions (Talking points will be provided by the Embassy).
 - Visual style and tone reflecting Thanksgiving themes.
 - Target audience considerations.
 - Call-to-action elements.
- Submit all creative concepts to Embassy for approval at least fifteen (15) business days prior to production.
- Develop award ceremony script and run-of-show document.

3.2.2 Video Production – Weekly Episodes (Weeks 1-4)

Each weekly episode shall include three segments:

Intro/Outro: (1-3 Minutes)

- Introduction to the week's Thanksgiving fusion dish.

- Blending conversations around Thanksgiving and Freedom250 commemoration.
- Brief discussion of gratitude and harvest themes.
- Preview of what's to come.
- Reminder about GenNext250 Challenge participation.

Segment 1: Market Run (3-5 minutes)

- Film at popular Abuja markets (Wuse Market, Utako Market, Farmers Market, Kado Fish Market or similar).
- Showcase sourcing of local ingredients with emphasis on harvest season produce.
- Highlight agricultural trade linkages between the U.S. and Nigeria.
- Feature interactions with local vendors and farmers.
- Emphasize quality and diversity of American produce and establish connection to Nigerian usage.
- Discuss seasonal ingredients and highlight American innovation in agriculture (focus; harvest)
- Include safety protocols during market visits

Segment 2: Kitchen Creation (5-7 minutes)

- Film collaborative cooking session at professional kitchen facility.
- Kitchen must be adequately branded with the U.S. Mission Nigeria logo, Freedom 250 logo and Flavors of Freedom Campaign hashtags branded materials (e.g., backdrop and roll-up banners, table flags, and other props)
- Cooking outfits like aprons and toque must showcase the Freedom250 and Flavors of Freedom Campaign hashtags branding
- Show influencer and the American citizen chef blending techniques and flavors while having meaningful conversations about the U.S.-Nigeria partnerships in the selected topic of discussion for a particular episode

- Demonstrate fusion cooking process with Thanksgiving theme
- Include light-touch educational content about:
 - **U.S.-Nigeria Agricultural Trade and Economic Partnership:** Highlight U.S.-Nigeria agricultural trade volume and growth, American exports to Nigeria (wheat, rice, poultry), and how America First Trade Policy principles of fair and reciprocal trade create mutual prosperity through balanced market access that benefits American farmers and Nigerian consumers.
 - **U.S. innovation in Food security:** Demonstrate how 250 years of American food security innovation—from Jefferson's agricultural vision to modern technology—supports Nigerian development goals while advancing American economic interests through fair trade partnerships.
 - **American Entrepreneurship and Business Leadership:** Showcase the spirit of gratitude and grit that has driven American entrepreneurship for 250 years, using a selected American fast-food brand as an example of how American business innovation and free enterprise create opportunity and jobs in both nations.
 - **American Culinary Innovation and Excellence:** Celebrate 250 years of American culinary achievement from traditional Thanksgiving dishes to modern food innovation, demonstrating how the harvest of freedom and liberty drive culinary creativity and set global standards.
 - **American Food safety Leadership:** Highlight U.S. food safety innovations from FDA's founding to modern technology that protect consumers, set international standards, and ensure fair trade requirements for imported products meeting American safety benchmarks
 - **Thanksgiving Tradition - Gratitude for Liberty and Prosperity:** Highlight the history of American Thanksgiving tradition and its significance as a celebration of liberty, gratitude, and harvest

- **Integrate key takeaways about U.S. leadership milestones as part of "250 Years of American Innovation" series that highlight:**
 - **Week 1: From Jefferson's Agricultural Innovations to Modern Precision Farming:** Showcase U.S. advancement in agricultural technology from Jefferson's innovations to GPS-guided precision farming, highlighting how American agricultural exports (wheat, rice, poultry) to Nigeria demonstrate 250 years of farming excellence and America First principles of fair and reciprocal trade that benefit American farmers and Nigerian consumers
 - **Week 2: From FDA's Founding to Modern Food Safety Technology:** Feature the leadership milestone of FDA establishment and evolution that changed how food safety is regulated, demonstrating how American food safety standards and innovation in food security support Nigerian development goals while advancing American interests through fair trade agreements.
 - **Week 3: From Henry Ford's Assembly Line to Silicon Valley Food Tech Startups:** Tell the story of American food startup ecosystem evolution from Ford's assembly line innovation to modern food technology, showcasing how American entrepreneurship, youth leadership, and fast-food brand innovation (selected example) create jobs and opportunity in both nations through the spirit of gratitude and grit that has driven American business excellence for 250 years.
 - **Week 4: From Refrigerated Rail Cars to AI-Powered Supply Chains:** Highlight American innovation in supply chain logistics from 19th-century refrigeration to modern AI systems that reduce food waste, demonstrating how U.S. technological leadership in trade infrastructure creates mutual prosperity through efficient, reciprocal commerce rooted in the harvest of freedom and free enterprise.
 - **Week 5: U.S.-Nigeria Agricultural Cooperation - The Next 250 Years:** Celebrate 250 glorious years of American independence, innovation, and achievement while demonstrating how fair and

reciprocal trade partnerships under America First principles, strong leadership, and commonsense policy create opportunity and prosperity, with gratitude to Almighty God for abundant blessings and the vision for Nigerian youth to apply American innovations to create local economic opportunity for the next 250 years of partnership.

Segment 3: Shared Table (3-5 minutes)

- Film tasting session with 3 selected guests (1 Embassy staff, 1 local food entrepreneur or food influencer, 1 selected USG alumni)
- Capture authentic reactions and conversations
- Highlight cultural connections and shared values
- Include testimonials about the U.S.-Nigeria cultural and trade partnership
- Feature "What Are You Thankful For?" prompts connecting gratitude to bilateral partnership
- Drop Poll question: "which of these American-Nigerian fusion dishes would you want to be in the menu at our live cooking activation event? Vote now."
- Drop the challenge question for the day and encourage audience participation
- Integrate call-to-action element
- Tease upcoming award ceremony for challenge winners

Technical Specifications:

- Minimum 1080p HD video quality
- Professional lighting and audio
- Multiple camera angles for dynamic editing
- Color grading and post-production polish
- U.S. Mission Nigeria and Freedom250 Branded graphics and lower thirds
- Background music (royalty-free or licensed procured by contractor)
- Subtitles/captions in American English

- Optimized formats for:
 - Instagram Reels/YouTube Shorts (9:16 vertical, 90 seconds)
 - Facebook/YouTube/X (16:9 horizontal, 15-20 minutes)
 - Instagram Stories (9:16 vertical, 15-second segments)

3.2.3 Week 5 Content – Thanksgiving Finale

- Produce special finale episode unveiling curated Freedom250 Thanksgiving menu
- Film preparation of select fusion dishes for Thanksgiving event
- Create teaser content building anticipation for live event and award ceremony
- Produce behind-the-scenes content and highlights of weeks 1-4 to be displayed on screen at the Thanksgiving event
- Feature gratitude messages from participants throughout the campaign
- Create promotional content for award ceremony
- Deliver content minimum 72 hours before Thanksgiving event for Embassy review

3.2.4 Supporting Content Creation

- Create social media posts including:
 - Campaign announcement and winner shout outs
 - Weekly "What Are You Thankful For?" prompts
 - Thanksgiving trivia and educational content
 - Behind-the-scenes content
 - Participant testimonials
 - Award ceremony announcements and countdown posts
 - Winner profiles and spotlights

- Design all graphics in accordance with U.S. Department of State branding guidelines, including Freedom 250 branding
- Provide content in multiple formats optimized for each platform
- Incorporate Thanksgiving-themed visual elements (harvest colors, autumn aesthetics)
- Create award ceremony promotional materials

3.2.5 Production Logistics

- Secure all necessary filming locations and permits
- Arrange a professional, clean, and safe kitchen facility for the cooking segments, including essential utilities such as electricity, water, and cooking gas
- Provide all production equipment:
 - Professional cameras (minimum 2)
 - Lighting equipment
 - Audio recording equipment (lapel mics, boom mic)
 - Stabilization equipment (tripods, gimbals)
 - Backup equipment for all critical components
- Hire and manage production crew:
 - Director/Producer
 - Cinematographer
 - Audio technician
 - Lighting technician
 - Production assistants (minimum 2)
- Coordinate with markets and vendors for filming permissions
- Arrange food styling and presentation

- Manage all production schedules and call sheets
- Ensure food safety and hygiene standards
- Conduct site visits and risk assessments for all filming locations

3.3 SOCIAL MEDIA MANAGEMENT AND ENGAGEMENT

3.3.1 Platform Management (Influencer's Platforms)

- Manage campaign content distribution across:
 - Instagram (Feed, Reels, Stories)
 - TikTok
 - Facebook (Posts, Videos)
 - X/Twitter
 - YouTube
- Send content to U.S Embassy for clearance and approval minimum 48 hours before date of posting
- Post collaborative content across Mission and influencer accounts according to approved calendar
- Optimize posting times for maximum engagement
- Coordinate cross-posting and collaboration
- Maintain consistent brand voice and messaging
- Create event countdown posts for award ceremony

3.3.2 Hashtag Strategy

- Implement campaign hashtags: #Freedom250 #USNGFlavorsofFreedom
- Monitor hashtag performance and trends
- Encourage user-generated content with campaign hashtags
- Provide weekly hashtag performance report

- Implement hashtag for award ceremony: #Freedom250
#GenNext250Awards

3.3.3 Community Management (Influencer's social media)

- Monitor the campaign across all social media channels daily
- Engage with user-generated content
- Foster positive community interactions
- Flag and report inappropriate content
- Escalate sensitive comments, messages or issues to Embassy POC immediately
- Provide daily engagement reports during campaign period
- Respond to inquiries about award ceremony logistics

3.3.4 Social Media Challenge Management – GenNext250 Challenge

Weekly Audience Polls (Influencer's social media):

- Create and manage weekly polls in relation to the Thanksgiving fusion menu and Freedom250 spotlight of the week
- Post polls on Instagram Stories, Facebook, and X/Twitter
- Compile and analyze results
- Feature poll results in subsequent content

Freedom250-Themed Food and Thanksgiving Trivia:

- Develop minimum 5 trivia questions about U.S. food culture, history, and Thanksgiving traditions
- Create trivia question graphics with Freedom250 and Thanksgiving theme
- Post one trivia question after each episode
- Engage participants with correct answers (e.g., likes, simple replies)
- Award recognition to top participants

"What Are You Thankful For?" Weekly Prompts:

- Create weekly gratitude prompts connecting to U.S.-Nigeria partnership
- Encourage audience to share what they're thankful for in relation to U.S.-Nigeria partnership and what they envision the next 250 years of partnership will be
- Feature selected responses in content
- Build community around shared values of gratitude
- Compile responses for display at award ceremony

User-Submitted GenNext250 Online Challenge:

- Liaise with Embassy to create submission mechanism for GenNext250 online challenge
- Review and moderate submissions
- Feature selected ideas in content
- Provide recognition to creators

Winner Selection and Management:

Embassy:

- Establish clear, transparent selection criteria (e.g., adhering to challenge rules, submissions meet stipulated expectations)
- Select top 5 entries based on creativity and feasibility of proposed applications
- Announce top 3 winners on the mission's social media platforms with cross-posting on influencer's platforms
- Notify winners promptly
- Provide talking points for award ceremony

Contractor:

- Send top 30 entries to Embassy POC

- Collect winner information for Thanksgiving event and award ceremony invitations
- Manage winner communications and logistics (including transportation to and from the U.S. Embassy, Abuja, standard lodging and accommodation if applicable)
- Coordinate winner arrival times and briefing sessions
- Prepare winner profiles for award ceremony presentation
- Arrange for winner attire coordination (if needed)

3.3.5 The #GenNext250 Challenge

- Challenge begins Week 1 of Campaign (mid-October) and ends Week 3 of Campaign
- Integrate key takeaways about U.S. leadership milestones into the weekly videos
- Challenge audience to identify the key takeaways and share how they would adapt that specific U.S. innovation or excellence to benefit their local community—shaping U.S.-Nigeria progress for the next 250 years
- Entries should directly answer the challenge in not more than 250 words
- **Evaluation Criteria:**
 - Relevance to the Challenge (20 points)
 - Application to Local Community (25 points)
 - Creativity and Insight (20 points)
 - Clarity and Conciseness (15 points)
 - Impact Potential (20 points)
- Integrate a call-to-action
- *Entries will be submitted via email to (XXXX@gmail.com) or DM to the influencer's account*
- Compile submissions and entries

- Forward the top 30 entries to the U.S. Embassy for final review and judging by a selection panel

Winner Recognition:

- Provide shout-outs during campaign
- Create a "GenNext250 Spotlight" digital badge graphics with winner photos
- Produce a physical version of the "GenNext250 Young Leader" badge
- Coordinate winner and influencer engagement at the Thanksgiving event
- Prepare winner bios for award ceremony program
- Create winner spotlight videos for social media

3.4 THANKSGIVING EVENT ACTIVATION AND AWARD CEREMONY

3.4.1 Event Planning and Coordination

- Coordinate with Embassy team on integration into Thanksgiving celebration
- Develop detailed activation and award ceremony plan minimum 20 business days before Thanksgiving event
- Attend planning meetings as required
- Ensure all elements align with overall Thanksgiving event logistics
- Conduct site inspection and technical rehearsal minimum 48 hours before event
- Prepare contingency plans for technical failures or emergencies
- Coordinate with Embassy RSO for guest access and safety protocols

3.4.2 Kitchen-Stage Award Ceremony Venue Setup

Venue Requirements:

The Contractor shall secure and set up a standard kitchen-stage venue that accommodates at least 150 guests with the following specifications:

Space and Layout:

- Minimum 300 square meters of total event space
- Kitchen-stage area (minimum 50 square meters) with:
 - Professional cooking kiosk visible to audience
 - Elevated stage platform (minimum 20cm height) for visibility
 - Working kitchen equipment (stove, oven, refrigeration, prep surfaces)
 - Adequate ventilation and exhaust systems
 - Food-safe flooring and surfaces
- Guest seating area with:
 - Theater-style or banquet seating for 150+ guests
 - Clear sightlines to kitchen-stage from all seats
 - Adequate aisle space for guest movement and emergency egress
 - VIP seating section for Embassy officials and special guests (minimum 20 seats)
- Separate areas for:
 - Pop-up tasting corner/buffet area
 - Registration/welcome desk
 - "Gratitude Wall" installation
 - Red Carpet and Photo opportunity backdrop
 - Green room/holding area for winners and talent

Technical Infrastructure:

Professional Lighting:

- Stage lighting package including:
 - Front wash lights (minimum 4 fixtures)
 - Key lights for cooking demonstrations
 - Accent/spot lights for award presentations

- Ambient lighting for audience area
- Color-changing LED capability for visual interest
- Backup lighting system
- Lighting control board with trained operator
- Emergency lighting as per safety regulations

Audio/Sound Equipment:

- Professional sound system including:
 - Main PA speakers (minimum 2, suitable for 150+ guests)
 - Monitor speakers for stage
 - Wireless lapel microphones (minimum 4)
 - Handheld wireless microphones (minimum 2)
 - Podium/lectern microphone
 - Audio mixer with trained sound engineer
 - Backup microphones and batteries
 - Background music playback system
- Sound check minimum 2 hours before event start

Visual/Display Equipment:

- Large LED screen or projection system (minimum 10ft x 6ft viewing area) for:
 - Campaign video highlights playback
 - Winner profiles and submissions
 - Live camera feed of cooking demonstrations
 - Presentation slides
- Minimum 2 cameras for live feed:
 - One for wide shots of stage

- One for close-ups of cooking/presentations
- Video switcher and operator
- Laptop/media player for content playback
- HDMI and backup connectivity options

Environment and Safety:

Serene Environment:

- Climate control (air conditioning/ventilation) adequate for 150+ guests
- Noise insulation from external disturbances
- Comfortable ambient temperature (20-24°C)
- Pleasant décor with Thanksgiving theme
- Adequate restroom facilities (minimum 1 per 50 guests)
- Accessible facilities for persons with disabilities

Secured Environment:

- Controlled access points with registration desk
- Security personnel (minimum 4) stationed at:
 - Main entrance
 - Kitchen-stage area
 - VIP section
 - Emergency exits
- Secure storage for personal belongings
- First aid station with trained personnel
- Fire safety equipment (extinguishers, smoke detectors)
- Clear emergency evacuation routes and signage
- Coordination with Embassy security protocols

- Perimeter security for outdoor areas (if applicable)
- Vehicle parking security and management

Additional Venue Requirements:

- Adequate electrical power supply with backup generator
- Reliable internet connectivity for live social media coverage
- Kitchen utilities (water, gas, electricity) with safety certifications
- Food preparation and storage areas meeting health standards
- Waste management and disposal facilities
- Loading/unloading access for equipment and supplies
- Green room with refreshments for talent and winners
- Staff break area
- Coat check or bag storage area

Venue Branding:

- U.S. Mission Nigeria and Freedom250 branded elements throughout:
 - Stage backdrop (minimum 20ft x 10ft)
 - Standing banners (minimum 6, size 3ft x 7ft)
 - Table runners and centerpieces
 - Directional signage
 - Registration desk branding
 - Menu cards and programs
- Thanksgiving-themed decorations:
 - Harvest colors (orange, gold, burgundy, brown)
 - Seasonal floral arrangements
 - Autumn foliage accents

- Elegant table settings

Accessibility Compliance:

- Wheelchair accessible entrance and pathways
- Reserved seating for guests with disabilities
- Accessible restrooms
- Sign language interpreter (if requested)
- Large print programs available upon request

3.4.3 Pop-Up Tasting Corner Setup

- Design and set up branded pop-up tasting corner/kiosk featuring select Thanksgiving fusion dishes
- Coordinate with caterer for food preparation support and service
- Provide serving staff (minimum 3 persons)
- Ensure food safety and hygiene standards
- Manage food presentation and replenishment
- Accommodate dietary restrictions (vegetarian, halal, allergy-friendly options)
- Provide 150 recipe cards and menu list
- Set up buffet-style service with proper food warmers and displays
- Include beverage station (non-alcoholic)

Menu Requirements:

- Minimum 3 Thanksgiving fusion dishes from campaign series
- Portions for approximately 150 guests
- Professional presentation and plating with Thanksgiving theme
- Clear labeling with ingredients and allergen information
- Temperature-controlled food service equipment

- Disposable or reusable serving ware (eco-friendly options preferred)

3.4.4 Award Ceremony Program and Execution

Pre-Ceremony (30 minutes before start):

- Guest registration and seating
- Background music and campaign video loop on screen
- Red carpet interviews and photo opportunities at branded backdrop
- Tasting corner opens for early arrivals

Ceremony Program (90-120 minutes):

1. Welcome and Opening Remarks (10 minutes)

- Master of Ceremonies introduction
- Opening remark by Embassy official
- Remark by Nigerian government representative
- Overview of Freedom250 and campaign objectives

2. Campaign Highlights Presentation (15 minutes)

- Video montage of weeks 1-5
- Key moments and audience engagement highlights
- Testimonials from participants

3. Live Cooking Demonstration (30 minutes)

- Influencer and American chef prepare signature fusion dish
- Interactive commentary on U.S.-Nigeria culinary connections
- Audience engagement and Q&A

4. GenNext250 Challenge Overview (10 minutes)

- Explanation of challenge and evaluation criteria
- Highlights of top submissions

- Introduction of judging panel (if present)

5. Winner Recognition and Awards (30 minutes)

- Individual introduction of 5 winners with:
 - Video profile (2 minutes each)
 - Winner comes on stage
 - Brief presentation of their innovation idea (2 minutes)
 - Certificate and badge presentation by Embassy official
 - Photo opportunity
 - Handover of winner package
- Group photo of all winners

6. Keynote Address (10 minutes)

- **Speech by senior Embassy official should emphasize:**
 - How GenNext250 winners embody the innovative spirit that has driven American progress for 250 years and will shape the next 250 years of U.S.-Nigeria partnership, consistent with America First principles of mutual prosperity and shared growth.
 - Themes of gratitude, partnership, and youth leadership;
 - Vision for next 250 years of U.S.-Nigeria relations.

7. Closing Remarks and Thanksgiving Message (5 minutes)

- Gratitude expressions from influencer and American chef
- Invitation to tasting corner
- Closing by MC

8. Reception and Networking (50+ minutes)

- Tasting corner service

- Photo opportunities
- Informal networking
- "Gratitude Wall" participation

Award Ceremony Materials:

- Printed programs for all guests (minimum 150)
- "GenNext250 Young Leader" certificates (5, professionally printed and framed)
- Physical badges with winner photos embedded (5)
- Winner packages including:
 - Certificate and badge
 - Prizes (no cash) for winners and runners up
 - Campaign merchandise (T-shirt, tote bag, etc.)
- Podium with U.S. Mission Nigeria seal
- Award presentation table with branded cloth

3.4.5 Visual Display and Branding

- Create branded backdrop and signage for photo opportunities with Thanksgiving theme
- Design and produce:
 - Main stage backdrop (minimum 20ft x 10ft) with Freedom250 and Thanksgiving branding
 - Standing banners (minimum 6, size 3ft x 7ft) with Thanksgiving motifs
 - Table displays with campaign information
 - 150 recipe cards for distribution
 - 150 printed programs for award ceremony

- "Gratitude Wall" installation where guests can share what they're thankful for in U.S.-Nigeria relations
 - Directional signage throughout venue
- Ensure all branding aligns with U.S. Department of State and Freedom250 branding guidelines and incorporates Thanksgiving aesthetics
- Create digital displays for LED screen rotation

3.4.6 Photo and Video Documentation

- Set up designated photo area with branded Thanksgiving-themed backdrop
- Provide props related to campaign and Thanksgiving theme
- Coordinate professional photographers for event coverage (minimum 2 photographers)
- Coordinate professional videographers for event coverage (minimum 2 videographers)
- Manage photo queue and guest flow
- Provide instant social media sharing options but no livestreaming
- Capture:
 - Guest arrivals and registration
 - Venue setup and ambiance
 - Cooking demonstration from multiple angles
 - Each winner's moment on stage
 - Certificate and prize presentations
 - Group photos
 - Candid networking moments
 - Tasting corner activity
 - "Gratitude Wall" interactions

- VIP and Embassy official interactions

3.4.7 Challenge Winners and Prize Management

- Propose appropriate prizes (no cash prizes) for winners and runners-up, subject to approval by the Embassy.
- Procure prizes within the approved budget and ensure timely availability before winner announcement.
- Coordinate secure storage, handling, and delivery/presentation of prizes to winners.
- Coordinate with Embassy POC for arrival of challenge winners
- Provide pre-event briefing for winners (timing, expectations, presentation tips)
- Coordinate winners' attire (business casual or traditional attire guidance)
- Facilitate meet-and-greet with influencer and Mission representatives
- Prepare winners for their on-stage presentations
- Capture photos and videos of winner participation
- Provide "GenNext250 Young Leader" certificates and physical badges
- Arrange winner transportation and accommodation (if from outside Abuja)
- Provide winner hospitality (meals, refreshments, green room access)
- Collect winner feedback and testimonials

3.4.8 Event Day Staffing

Minimum Event Staff:

On-Stage Talent:

- Event coordinator (Master of Ceremonies)
- Influencer
- American chef

Production Team:

- Stage manager
- Audio engineer
- Lighting technician
- Video operator/switcher

Service Staff:

- Food service staff (3 persons for tasting corner)
- Registration desk staff

Support Staff:

- Social media content manager
- Photographer
- Videographer
- Security personnel (4, coordinated with Embassy RSO)
- First aid personnel (1)

Staff Requirements:

- All staff briefed on campaign and event protocols minimum 24 hours before event
- Professional appearance and demeanor
- Branded staff identification (badges or uniforms)
- Clear role assignments and communication protocols
- Emergency contact information for all staff

3.4.9 Event Logistics and Operations

Pre-Event (1 week before):

- Final venue walkthrough with Embassy POC
- Confirm all vendor contracts and deliveries
- Test all technical equipment

- Conduct full technical rehearsal
- Brief all staff and volunteers
- Confirm winner attendance and logistics
- Finalize seating chart and VIP arrangements
- Prepare event day timeline and run-of-show

Event Day Setup (10 hours before):

- Venue access and security clearance
- Equipment load-in and setup
- Kitchen-stage preparation and testing
- Seating arrangement
- Branding and décor installation
- Technical systems testing (audio, lighting, video)
- Food preparation and tasting corner setup
- Registration desk setup
- Red carpet and photo backdrop set up
- Final walkthrough and quality check

During Event:

- Real-time coordination and problem-solving
- Guest services and hospitality
- Technical operations management
- Food service management
- Photography and videography coordination
- Social media content creation
- Security and safety monitoring

- Time management and program flow

Post-Event (2 hours after):

- Guest departure management
- Equipment breakdown and load-out
- Venue cleanup and restoration
- Secure all materials and equipment
- Collect feedback from Embassy POC
- Debrief with staff
- Secure all photo and video content

Health and Safety Protocols:

- Food safety certifications for all food handlers
- First aid kit and trained personnel on-site
- Fire safety equipment and evacuation plan
- COVID-19 or other health protocols (if applicable)
- Incident reporting procedures
- Emergency contact list readily available
- Coordination with local emergency services

Guest Experience Enhancements:

- Welcome refreshments upon arrival
- Printed programs with event schedule
- Name tags for networking
- Comfortable seating with good visibility
- Climate-controlled environment
- Accessible facilities

- Clear signage and wayfinding
- Attentive staff for guest assistance

3.5 ANALYTICS AND PERFORMANCE TRACKING

3.5.1 Freedom 250 and America First Awareness Metrics:

- Freedom 250 brand awareness and recall among Nigerian youth;
- Positive sentiment toward U.S.-Nigeria economic partnership;
- Understanding of American innovation and entrepreneurship;
- Awareness of America First trade policy principles and mutual prosperity.

3.5.2 Metrics Collection (Influencer's platforms)

Track and report on the following metrics weekly:

Reach and Impressions:

- Total reach across all platforms
- Impressions per post/video
- Unique viewers
- Geographic distribution of audience

Engagement Metrics:

- Likes, comments, shares
- Saves and bookmarks
- Video views and completion rates
- Click-through rates on links
- Hashtag usage and performance
- User-generated content volume

Audience Growth:

- Follower growth on each platform
- Audience demographics (age, gender, location)

- New vs. returning audience

Contest Participation:

- Number of poll responses
- Trivia participation rates
- User submissions received
- Quality of submissions
- "What Are You Thankful For?" responses

Event-Specific Metrics:

- Award ceremony attendance (actual vs. expected)
- Guest satisfaction ratings
- Media coverage of event
- Winner testimonials and feedback

Sentiment Analysis:

- Positive, neutral, negative comment ratios
- Key themes in audience feedback
- Brand perception indicators
- Event feedback analysis

3.5.3 Reporting Dashboard

- Create weekly analytics dashboard
- Provide visual representations of key metrics
- Include insights and recommendations
- Submit to Embassy POC every Monday by 3:00 PM
- Special event report within 48 hours of award ceremony

3.5.4 Media Outreach

- Distribute Embassy drafted and approved Press Release to Nigerian media outlets, food bloggers, and lifestyle publications (Contractor and Embassy)
- Invite select media to award ceremony (coordinated with Embassy)
- Facilitate media interviews with winners and talent
- Track and compile media coverage
- Provide media monitoring reports
- Create media kit with high-resolution photos and press materials

3.5.5 Partnership Development

- Engage food bloggers and content creators for amplification
- Facilitate influencer collaborations (subject to Embassy approval)
- Coordinate with Nigerian culinary associations for event promotion
- Engage youth organizations for audience mobilization

4. DOCUMENTATION AND REPORTING

4.1.1 Content Deliverables

Video Content:

- 4 weekly episodes (full length videos) for weeks 1-4, each containing 3 segments: market run, kitchen creation and shared table
- 1 finale episode (full length video) for week 5
- Minimum 15 short-form videos for Reels/TikToks (3 per week)
- Behind-the-scenes footage
- Award ceremony coverage video (full event, 90-120 minutes)
- Award ceremony highlight reel (5-7 minutes)
- Individual winner spotlight videos (5 videos, 2 minutes each)
- All raw footage organized and archived

Photography:

- Minimum 500 high-resolution digital photographs throughout campaign
- Minimum 200 high-resolution photographs from award ceremony
- Coverage of all filming sessions, market visits, and Thanksgiving activation event
- Professional editing and color correction
- Organized by date and event
- Photo gallery for Embassy website use

Graphics and Design:

- All social media graphics with Thanksgiving theme
- 150 recipe and menu cards
- 150 printed award ceremony programs
- Campaign signage and branding materials
- Digital and physical badges for winners
- "Gratitude Wall" design elements
- Winner certificates (5, professionally designed and printed)
- Event presentation slides
- Winner profile graphics

4.1.2 Final Campaign Report

Submit comprehensive final report within fifteen (15) business days of Thanksgiving event and award ceremony. The report shall include:

Executive Summary (2 pages)

- Campaign overview and objectives
- Key outcomes and highlights
- Award ceremony success metrics

- Summary of impact and recommendations

Campaign Implementation (2 pages)

- Detailed description of each campaign phase
- Content production process and challenges
- Influencer and talent management
- Logistical execution
- Budget expenditure summary

Performance Analysis (2 pages)

- Comprehensive analytics across all platforms
- Week-by-week performance breakdown
- Audience demographics and insights
- Engagement analysis
- Contest participation and outcomes
- Comparison of objectives and benchmarks
- Award ceremony attendance and engagement metrics

Content Summary (2 pages)

- Description of each weekly episode
- Key themes and messaging
- Innovation Nuggets featured
- User-generated content highlights
- Most successful content pieces

Award Ceremony Report (3 pages)

- Event planning and execution overview
- Venue setup and technical specifications

- Attendance breakdown (total guests, VIPs, winners, media)
- Program timeline and flow
- Winner profiles and presentations summary
- Guest feedback and satisfaction ratings
- Photo and video documentation highlights
- Social media engagement during event
- Media coverage summary
- Challenges encountered and solutions
- Best practices and lessons learned

Thanksgiving Event Summary (3 pages)

- Event activation description
- Tasting corner performance
- "Gratitude Wall" participation and highlights
- Guest feedback and reactions
- Integration with award ceremony

Media and Outreach Analysis (3 pages)

- Media coverage summary with links/clippings
- Influencer collaboration results
- Press release distribution results
- Award ceremony media attendance and coverage

Target Audience Engagement (3 pages)

Analysis of engagement with:

- Gen Z & Millennial Creatives (Ages 18-35)
- Agri-preneurs and Food Innovators

- Global Nigerians (Diaspora & Returnees)

GenNext250 Challenge Analysis (3 pages)

- Total submissions received
- Quality assessment of submissions
- Winner selection process
- Winner profiles and innovation ideas
- Impact potential of winning proposals
- Recommendations for winner follow-up

Expected Outcomes Assessment (2 pages)

Evaluation of:

- Increased positive digital engagement around Freedom250
- Strengthened visibility of U.S.–Nigeria economic and cultural cooperation
- Enhanced perception of the U.S. Mission in Nigeria
- Youth participation levels
- Impact of Thanksgiving theme on engagement
- Award ceremony impact on campaign objectives

Lessons Learned and Recommendations (3 pages)

- What worked well
- Challenges and how they were addressed
- Recommendations for future campaigns
- Best practices identified
- Award ceremony recommendations for future events
- Winner engagement and follow-up suggestions

4.1.3 Financial Reporting

- Submit itemized final invoice with supporting documentation (receipts, contracts, proof of payment) within fifteen (15) business days of campaign completion
- Invoice must clearly allocate costs to budget categories specified in Section 6
- Provide detailed accounting of all influencer payments, production costs, event expenses, and award ceremony costs
- Include separate line items for venue rental, technical equipment, staffing, and winner logistics
- Provide reconciliation of actual vs. budgeted expenses with explanations for variances

5. DELIVERABLES AND SCHEDULES

Deliverable	Description	Due Date
Kickoff Meeting	In-person or virtual meeting with Embassy POC to review requirements and timeline	Within 3 business days of contract award
Influencer Proposals	Minimum three (3) qualified candidates with analytics and portfolios	5 business days after contract award
Campaign Strategy & Calendar	Comprehensive plan including content calendar, creative strategy, and timeline	10 business days after contract award
Final Campaign Plan	Incorporating Embassy feedback	15 business days after contract award
Influencer Contract	Executed agreement with selected influencer	15 business days after contract award
Creative Briefs	Detailed briefs for all 5 weekly episodes	15 business days prior to production start
Award Ceremony Plan	Detailed venue, technical, and program plan	20 business days before Thanksgiving

Week 1 Content	Market Run, Kitchen Creation, Shared Table videos + social content (Polls or trivia questions, Challenge begins) Focus: From Jefferson's agricultural innovations to modern precision farming	Week of October 19, 2026
Week 2 Content	Market Run, Kitchen Creation, Shared Table videos + social content (Polls or trivia questions, Challenge continues) Focus: FDA's founding to modern food safety technology	Week of October 26, 2026
Week 3 Content	Market Run, Kitchen Creation, Shared Table videos + social content (Polls or trivia questions, Challenge continues) Focus: From Henry Ford's assembly line to Silicon Valley food tech startups.	Week of November 2, 2026
Mid-Campaign Report	Progress report with analytics and recommendations (Polls or trivia questions, Challenge ends)	End of Week 3
Week 4 Content	Market Run, Kitchen Creation, Shared Table videos + social content (Polls or trivia questions) Focus: From refrigerated rail cars to AI-powered supply chains	Week of November 9, 2026

Challenge Submissions	Collate and submit top 30 entries to Embassy POC	November 15, 2026
Selection and Announcement of Challenge Winners	5 shoutout graphics with winners' entries and 5 digital badges with winners' photos	November 20, 2026
Venue Confirmation	Signed venue contract and technical specifications	November 10, 2026
Technical Rehearsal	Full run-through of award ceremony with all technical elements	48 hours before Thanksgiving
Submit Finale Content	Submit compiled highlights of weeks 1-4 to be previewed on screen at Thanksgiving event	48 hours before Thanksgiving event
Week 5 Content	Highlights of Thanksgiving Activation event and award ceremony	Week of November 23, 2026
Award Ceremony Setup	Complete venue setup, technical systems operational, all materials in place	Thanksgiving Day (6 hours before event start)
Award Ceremony Execution	Full event activation, award presentations, and coverage	Thanksgiving Day Event (November 24, 2026)
Thanksgiving Day post	Post highlight video of Thanksgiving Activation event and award ceremony	Thanksgiving Day (November 26, 2026)
Event Photos	Minimum 200 high-resolution images from Thanksgiving event and award ceremony	5 business days after event
Event Video	Edited highlight reel (5-7 minutes) and full ceremony video	7 business days after event

Winner Spotlight Videos	5 individual winner videos (90 seconds each)	7 business days after event
Campaign Archive	Complete content archive on hard drive and cloud	7 business days after event
Final Campaign Report	Comprehensive report per Section 4.1.4 including award ceremony analysis	15 business days after event
Final Invoice	Itemized invoice with supporting documentation	15 business days after event

Note: All deliverables requiring Embassy approval must be resubmitted within three (3) business days of receiving feedback, incorporating all requested changes.

6. BUDGET REQUIREMENTS

6.1 Budget Categories

Offerors must provide an itemized cost proposal covering the following categories. The cost proposal must clearly identify unit costs, quantities, and total costs for each line item.

Category A: Influencer and Talent Costs

1. Influencer Fees

- Professional fee for 5-week campaign
- Event hosting/MC fee for award ceremony
- Social media management fee
- Content creation and posting fee

2. Chef Costs

- Chef honorarium (filming sessions)
- Chef fee for award ceremony appearance
- Travel and accommodation (if applicable)

3. Food and Cooking

- Food cooking and set up in studio (5 episodes)
- Food cooking and set up at award ceremony
- Ingredients for live cooking demonstration

Category B: Cooking and Production Logistics

1. Food and Ingredients

- Weekly episode ingredients purchase
- Award ceremony tasting corner food (200 portions)
- Live demonstration ingredients

2. Kitchen Facilities

- Studio kitchen rental (5 sessions)
- Award ceremony kitchen-stage setup
- Utilities logistics (Cooking gas, water, power etc.)

3. Transportation

- Market runs transportation
- Equipment transportation
- Talent transportation
- Winner transportation and accommodation (if applicable)

Category C: Video Production and Photography

1. Production Equipment (Complete chain of video and photography equipment - HD quality)

- Camera equipment rental
- Lighting equipment rental
- Audio equipment rental
- Stabilization equipment

2. Production Crew

- Director/Producer
- Cinematographer
- Audio technician
- Lighting technician
- Production assistants (2)
- Award ceremony camera operators (2)
- Video switcher operator

3. Post-Production

- Video editing (5 weekly episodes)
- Award ceremony video editing
- Winner spotlight video editing
- Color grading
- Sound mixing
- Graphics and animation

4. Photography

- Campaign photography (5 sessions)
- Award ceremony photography (2 photographers)
- Photo editing and retouching

5. Production Logistics

- Location permits
- Insurance
- Equipment transportation

Category D: Project Management and Administration

1. Management Fees

- Overall project management
- Social media management
- Content creation and scheduling
- Contest management
- Event coordination and management

2. Winner Logistics

- Hotel accommodation for winners (if applicable, minimum 3-star hotel)
- Safe transportation for winners
- Winner hospitality (meals, refreshments)
- Winner briefing and preparation

Category E: Graphic Design, Branding and Printing

1. Print Materials

- Recipe menu cards (200 copies – 5x7)
- Award ceremony programs (200 copies)
- Winner certificates (5, professionally printed and framed)
- Signage and directional materials

2. Digital Design

- Contest graphics and digital badges
- Winner shoutout graphics (5)
- Social media graphics (weekly)
- Award ceremony presentation slides
- Winner profile graphics

3. Branding Materials

- Kitchen and dining branding
- Campaign T-shirts (100, branded)
- Aprons and Toques (6 sets, branded)
- Physical badges for winners (5)
- Winner packages/gift bags

4. Event Décor

- "Gratitude Wall" design and production
- Thanksgiving-themed decorations
- Table centerpieces and settings
- Floral arrangements

Category F: Award Ceremony Venue and Technical Infrastructure

1. Venue Rental

- Kitchen-stage venue rental (capacity 200+)
- Setup and breakdown time
- Green room/holding areas
- Parking facilities

2. Technical Equipment

- Professional lighting package
- Audio/sound system with operator
- LED screen or projection system (minimum 10ft x 6ft)
- Video cameras and switcher for live feed
- Microphones (wireless lapel x4, handheld x2, podium x1)
- Backup equipment

3. Venue Infrastructure

- Climate control/air conditioning
- Power supply and backup generator
- Internet connectivity
- Kitchen equipment and utilities
- Furniture and seating (200+ chairs)
- Tables for VIP section and food service
- Stage platform and setup

4. Safety and Security

- Security personnel (4)
- First aid personnel and supplies
- Fire safety equipment
- Emergency lighting
- Insurance coverage

Category G: Award Ceremony Activation and Service

1. Pop-up Tasting Corner

- Kiosk/corner setup and design
- Food warmers and display equipment
- Serving ware and utensils
- Beverage station setup

2. Staffing

- Food service staff (3)
- Registration desk staff (2)
- Stage manager
- Audio engineer

- Lighting technician
- Video operator
- Social media content manager
- Event coordinator

3. Branding and Signage

- Main stage backdrop (20ft x 10ft)
- Standing banners (6, size 3ft x 7ft)
- Photo backdrop with props
- Table runners and branded materials
- Directional signage

4. Guest Services

- Registration materials and name tags
- Welcome refreshments
- Coat check/bag storage
- Restroom attendants (if needed)

Category H: Media and Communications

1. Media Outreach

- Press release distribution
- Media kit production
- Media invitations and coordination
- Press conference setup (if needed)

2. Social Media Coverage

- Live social media management during event
- Real-time content creation

- Influencer engagement coordination

Category I: Other Direct Costs

1. Contingency

- Maximum 5% of total budget for unforeseen expenses

2. Additional Costs

- Any other costs not listed above (must be itemized and justified)
- Backup venue deposit (refundable)
- Weather contingency (if outdoor elements)

6.2 Cost Proposal Format

The cost proposal must include:

1. **Summary Budget Table:** Total cost by category (A-I above)
2. **Detailed Line-Item Budget:** All individual costs within each category with unit costs and quantities
3. **Budget Narrative:** Justification for each major cost item, especially venue and technical requirements
4. **Payment Schedule:** **NET 30 Days**
5. **Venue Specifications:** Detailed breakdown of venue costs including rental, technical equipment, and services

6.3 Allowable Costs

All costs must be:

- Reasonable and necessary for campaign execution
- Allocable to this contract
- Consistent with Contractor's standard business practices
- Properly documented with receipts and invoices
- Competitive and market-rate for Abuja, Nigeria

Specific Allowable Costs:

- Professional venue rental for award ceremony
- Technical equipment rental and operation
- Security and safety personnel
- Winner travel and accommodation (economy/standard class)
- Professional catering services
- Event insurance
- Backup equipment and contingency supplies

6.4 Unallowable Costs

The following costs are not reimbursable:

- Alcoholic beverages
- Entertainment unrelated to campaign objectives
- Costs incurred prior to contract award
- Costs not specified in approved budget without prior written approval
- Personal expenses of Contractor personnel
- Luxury accommodations or first-class travel
- Gifts or gratuities beyond approved winner packages
- Fines or penalties
- Political contributions

6.5 Budget Modifications

Any changes to the approved budget require prior written approval from the Contracting Officer.

Required pre-approval for:

- Venue changes or upgrades
- Additional technical equipment beyond specifications

- Increased guest capacity beyond 200
 - Additional staffing beyond specified minimums
 - Changes to winner logistics or packages
 - Any new budget categories not originally proposed
-

7. ADDITIONAL PROVISIONS

7.1 Branding Guideline

In addition to the Department of State branding guidance, which requires that materials produced under a federal award be marked appropriately to acknowledge U.S. Government support, recipients of new Public Diplomacy awards promoting Freedom 250 activities must also incorporate the Freedom 250 logos in all program materials, activities, and communications. The recipient should continue to follow all existing marking and branding requirements in accordance with Department branding guidance. The Freedom 250 logos would be used in addition to, not in place of, these requirements.

7.2 Proposal Preparation Costs

The Government is not responsible for any costs incurred by the contractor in preparing or submitting proposals.

7.3 Publicity and Public Statements

The Contractor shall not issue press releases, make public statements, or use the U.S. Embassy name or seal in marketing materials without prior written approval from the Public Diplomacy section of the U.S. Embassy.

7.4 Content Usage and Distribution

All content becomes U.S. Government property upon creation. The Contractor may not use, sell, or distribute any content without written Government approval. The Government reserves the right to use all content for any purpose, including future campaigns, training materials, or promotional activities.

7.5 Environmental Considerations

The Contractor shall:

- Minimize waste generation during production and event
- Use recyclable or reusable materials where possible
- Properly dispose of all waste in accordance with local regulations
- Avoid single-use plastics where alternatives exist
- Consider environmental impact in location and venue selection
- Implement sustainable event practices (digital programs option, eco-friendly serving ware)
- Donate excess food to approved charitable organizations

7.6 Accessibility

The campaign and award ceremony must be accessible and inclusive. The Contractor shall:

- Ensure video content includes subtitles/captions
- Design award ceremony venue with accessibility in mind
- Provide wheelchair accessible seating and pathways
- Provide accommodation for participants with disabilities upon request
- Ensure materials are available in accessible formats if requested
- Arrange sign language interpreter if requested
- Consider dietary restrictions in food service

7.7 Health and Safety

The Contractor shall:

- Comply with all applicable health and safety regulations
- Ensure food safety standards are met during filming and at award ceremony
- Maintain first aid supplies and trained personnel on-site during production and event

- Have emergency contact information readily available
- Follow any COVID-19 or other health protocols in effect at time of production and event
- Ensure all crew members have appropriate safety training
- Conduct fire safety briefing for all staff
- Maintain clear emergency evacuation routes
- Coordinate with local emergency services
- Have emergency medical plan in place for award ceremony
- Ensure venue meets all building and fire safety codes

7.8 Cultural Sensitivity

The Contractor shall:

- Demonstrate cultural sensitivity and awareness in all content
- Respect U.S. culture and Nigerian customs and traditions
- Ensure content is inclusive and representative of Nigeria's diversity
- Avoid stereotypes or culturally insensitive portrayals
- Consult with Embassy POC on any culturally sensitive content
- Appropriately represent Thanksgiving traditions while respecting Nigerian cultural context
- Ensure award ceremony program respects both American and Nigerian protocols
- Accommodate religious dietary requirements and prayer times if needed

7.9 Force Majeure

Neither party shall be liable for failure to perform due to causes beyond reasonable control, including:

- Acts of God (natural disasters)

- War, terrorism, or civil unrest
- Government actions or restrictions
- Pandemics or public health emergencies
- Venue unavailability due to unforeseen circumstances

The affected party must provide prompt written notice and make reasonable efforts to minimize impact. For award ceremony, Contractor must have contingency venue options identified.

7.10 Insurance Requirements

The Contractor shall maintain the following insurance coverage throughout the contract period:

- **General Liability Insurance:** Minimum NGN1,000,000 per occurrence
- **Event Liability Insurance:** Covering award ceremony with minimum 200 guests
- **Equipment Insurance:** Covering all rented and owned equipment
- **Workers Compensation:** As required by Nigerian law
- **Food Liability Insurance:** Covering food preparation and service

Certificates of insurance must be provided to the Contracting Officer before contract award and before award ceremony.

7.11 Venue Requirements and Standards

The Contractor warrants that the selected venue for the award ceremony shall:

- Meet all local building codes and safety regulations
- Have valid operating licenses and permits
- Provide proof of liability insurance
- Have emergency evacuation plan approved by local authorities
- Meet fire safety standards with adequate extinguishers and alarms
- Have adequate restroom facilities (minimum 1 per 50 guests)

- Provide climate control adequate for 200+ guests
- Have backup power supply
- Meet accessibility standards
- Have adequate parking or transportation access
- Be in a secure location with controlled access

7.12 Entire Agreement

This SOW, together with the resulting contract and incorporated terms and conditions, constitutes the entire agreement between the parties. No other agreements, representations, or understandings are binding unless in writing and signed by the Contracting Officer.

7.13 Order of Precedence

In the event of conflict between contract documents, the order of precedence is:

1. Contract modifications (most recent first)
2. Contract award document
3. Solicitation amendments (most recent first)
4. This Statement of Work
5. Offeror's proposal (as accepted)

8. TERMS AND CONDITIONS

8.1 Contract Type

This is a Firm-Fixed-Price contract. The Contractor agrees to perform all work described in this SOW for the total fixed price stated in the contract.

8.2 Payment Terms

8.2.1 Payment Schedule

Payments will be made upon satisfactory completion and acceptance of deliverables according to the milestone schedule in Section 6.2.

8.2.2 Invoice Submission

- Invoices must be submitted to: Nigeria FMC Invoices
NigeriaFMCInvoices@state.gov
- Include contract number, deliverable description, and supporting documentation
- Payment will be made within 30 days of receipt of proper invoice and acceptance of deliverables
- All payments in U.S. Dollars (USD) via electronic funds transfer
- Separate invoices required for each payment milestone

8.2.3 Withholding

The Government may withhold payment for deliverables that do not meet performance standards until deficiencies are corrected. Up to 10% of final payment may be withheld until submission and approval of final campaign report.

8.3 Applicable Regulations

This contract is subject to:

- Federal Acquisition Regulation (FAR)
- Department of State Acquisition Regulation (DOSAR)

Key FAR clauses incorporated by reference include:

- FAR 52.212-4, Contract Terms and Conditions—Commercial Items
- FAR 52.212-5, Contract Terms and Conditions Required to Implement Statutes or Executive Orders—Commercial Items
- [Additional clauses - to be specified]

Full text of FAR clauses available at: <https://www.acquisition.gov/far/>

8.4 Intellectual Property Rights

8.4.1 Ownership

All materials, documents, photographs, videos, recordings, graphics, and other work products created under this contract shall be the property of the U.S.

Government. The Contractor assigns all rights, title, and interest, including copyrights, to the Government.

8.4.2 Government Use

The Government shall have unlimited rights to use, reproduce, modify, distribute, and display all deliverables for any purpose without additional compensation to the Contractor.

8.4.3 Contractor Portfolio Use

The Contractor may use non-sensitive, publicly released materials from this campaign in its portfolio or marketing materials only with prior written approval from the Contracting Officer. Any such use must include attribution to the U.S. Embassy.

8.4.4 Participant Images and Consent

The Contractor shall obtain written consent from participants before publishing photographs or videos featuring identifiable individuals. Consent forms shall grant rights to the U.S. Government. Template consent form will be provided by the Embassy. Special attention must be paid to obtaining consent from award ceremony attendees and winners.

8.4.5 Third-Party Materials

The Contractor warrants that all deliverables do not infringe on any third-party intellectual property rights. The Contractor shall indemnify the Government against any claims of infringement.

8.4.6 Music and Stock Content

All music, stock footage, stock photos, and other third-party content used must be properly licensed with rights granted to the U.S. Government for unlimited use.

8.5 Confidentiality and Data Protection

8.5.1 Confidential Information

The Contractor shall maintain confidentiality of all non-public information obtained during contract performance, including participant information, security procedures, internal Embassy communications, and guest lists for award ceremony.

8.5.2 Data Protection

The Contractor shall comply with:

- Nigeria Data Protection Regulation (NDPR)
- U.S. Privacy Act requirements
- Embassy data handling procedures (to be provided upon contract award)

Special care must be taken with:

- Winner personal information
- Guest registration data
- Contact information for all participants
- Security-sensitive venue information

8.5.3 Data Retention and Destruction

Upon contract completion, the Contractor shall either:

- Return all participant data and confidential information to the Embassy, or
- Securely destroy such information and provide written certification of destruction

8.6 Indemnification

The Contractor shall indemnify and hold harmless the U.S. Government, its officers, employees, and agents from any claims, damages, losses, or expenses (including attorney's fees) arising from:

- Contractor's negligence or willful misconduct
- Bodily injury or property damage caused by Contractor personnel
- Intellectual property infringement
- Breach of contract
- Food safety incidents at the cooking series or award ceremony
- Venue-related accidents or injuries

- Equipment failure causing injury
- Security breaches at award ceremony

8.7 Independent Contractor Relationship

The Contractor is an independent contractor, not an employee or agent of the U.S. Government. The Contractor is responsible for all taxes, benefits, and employment obligations for its personnel.

8.8 Code of Conduct

All Contractor personnel shall:

- Maintain professional behavior and appearance
- Treat all participants with respect and dignity
- Refrain from harassment, discrimination, or inappropriate conduct
- Avoid conflicts of interest
- Not accept gifts or favors from participants or vendors
- Report any suspected fraud, waste, or abuse to the Contracting Officer
- Respect cultural sensitivities and local customs
- Maintain confidentiality of sensitive information
- Follow all venue rules and regulations
- Comply with Embassy security protocols

Violation of the code of conduct may result in removal of personnel or contract termination.

8.9 Prohibition on Certain Telecommunications and Video Surveillance Services or Equipment

In accordance with FAR 52.204-25, the Contractor shall not provide any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component. [Full clause text to be included in final contract]

8.10 Combating Trafficking in Persons

In accordance with FAR 52.222-50, the Contractor shall:

- Not engage in trafficking in persons
- Not use forced labor
- Not destroy or confiscate employee identity documents
- Provide return transportation for employees brought to Nigeria for work under this contract
- Not charge recruitment fees

[Full clause text to be included in final contract]

9. CONTACT INFORMATION FOR QUESTIONS

Contracting/Administrative Questions: Procurement section U.S. Embassy Abuja Email: AbujaProcurement@state.gov

Event Coordination Questions:

Procurement section U.S. Embassy Abuja Email: AbujaProcurement@state.gov

END OF STATEMENT OF WORK

ACKNOWLEDGMENT

By submitting a proposal in response to this SOW, the Offeror acknowledges that it has read, understands, and agrees to comply with all requirements, terms, and conditions contained herein, including the specific requirements for the award ceremony venue, technical infrastructure, and guest capacity of 200+.

The Offeror further acknowledges understanding of the requirement to provide a professional kitchen-stage setting with adequate lighting, audio/sound equipment, and a serene and secure environment for the award ceremony component of this campaign.

This Statement of Work has been prepared by the U.S. Department of State.
Questions regarding this document should be directed to the points of contact listed
above.