

STATEMENT OF WORK (SOW)

Solicitation Number:

Title: Inspired by Freedom: The Next 250 Contest

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

Location: Abuja, Nigeria

Contract Period: September – November 2026

Contract Type: Firm-Fixed-Price

1. BACKGROUND AND PURPOSE

In commemoration of the 250th anniversary of the signing of the United States Declaration of Independence, the U.S. Embassy in Abuja is launching "Inspired by Freedom: The Next 250," a youth-centered campaign inviting young Nigerians (18 to 35 years) to reflect on how American founding values—liberty, equality, individual rights, rule of law, and the pursuit of happiness—have contributed to creating an enabling environment for innovation, entrepreneurship, and educational excellence. This campaign aligns with the Department of State's Freedom 250 initiative and America First priorities by showcasing American exceptionalism, promoting understanding of U.S. founding principles, and positioning the United States as the preferred partner of choice for Nigeria's next generation of leaders.

Freedom 250 is not simply about commemorating a historic moment. It is about reflecting on the long-term impact of the ideals expressed at that moment and connecting them to contemporary global influence and future leadership. The campaign will highlight how American values have driven 250 years of innovation, prosperity, and global leadership, while inspiring Nigerian youth to envision mutually beneficial U.S.-Nigeria partnerships in trade, technology, education, and entrepreneurship.

This campaign will need to be approved by the U.S. Embassy in Abuja PDS Section before being rolled out.

2. OBJECTIVES

The contest will:

- Advance America First priorities by positioning the United States as Nigeria's preferred partner in innovation, entrepreneurship, and educational excellence
- Highlight how American founding principles have shaped a culture of innovation and excellence that has made the United States a global leader in technology, business, and democratic governance

- Inspire Nigerian youth to reflect critically on freedom and opportunity and explore partnerships with American institutions, businesses, and educational programs
- Encourage forward-thinking leadership aligned with the "Next 250" vision
- Foster positive engagement with American values and expand conversations around freedom, innovation, and opportunity while showcasing American companies, educational institutions, and exchange programs as pathways to success
- Visually and rhetorically reinforce that American innovation and leadership are inseparable from the U.S. flag and founding principles, consistent with Department branding policy.

Contest Format

Participants must submit:

Creative Video

- 60–120 seconds
- Visually express the key idea how American founding values—liberty, equality, individual rights, the rule of law, and the pursuit of happiness—have contributed to creating an enabling environment for innovation, entrepreneurship, and educational excellence.
- May include:
 - o Spoken word
 - o Visual storytelling
 - o Symbolism
 - o Art or musical elements

3. SCOPE OF WORK

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

A. Planning & Strategy

Develop a detailed contest implementation plan with clear timelines, advertising budget, and milestones.

Propose contest branding package in cooperation with the U.S. Embassy to ensure the design specifications and branding for the contest align with U.S. Embassy rules and regulations, which must include the Freedom 250 branding.

Establish a communication and reporting plan with the U.S. Embassy.

B. Announcement & Publicity

Create and design engaging promotional materials (flyers, posters, , social media posts) that incorporate Freedom 250 branding as a secondary element alongside primary U.S. Embassy branding, following U.S. Department of State guidance. Promotional materials should highlight American innovation, entrepreneurship, and educational excellence as models for youth aspiration, and feature success stories of Nigerian-American partnerships, exchange alumni, or American companies operating in Nigeria where appropriate.

Manage paid and organic publicity across designated social media platforms (Instagram, Facebook, X).

Coordinate press releases and paid media amplification.

C. Contest Management

Set up and manage contest submission channels (website, email, online forms, or social media hashtags as agreed).

Receive and track all video entries in a secure and organized manner.

Provide regular updates to the U.S. Embassy on submission statistics and engagement metrics.

D. Shortlisting & Coordination

Screen and verify entries to ensure compliance with contest rules and technical requirements.

Curate and shortlist entries based on agreed judging and scoring criteria that prioritize depth of understanding of American founding principles, quality of reflection on U.S. innovation and global leadership, and articulation of how American values inspire the contestant's future goals and potential U.S.-Nigeria collaboration.

Prepare a final shortlist for review/approval by the U.S. Embassy and panel of impartial, vetted judges.

E. Prize Procurement & Management

Propose appropriate prizes (no cash prizes) for top 3 winners subject to approval by the U.S. Embassy. Prizes should, where feasible, reinforce American excellence and innovation (e.g., technology products from American companies, books by American authors, educational materials, or opportunities to engage with American institutions such as virtual meetings with U.S. universities, American businesses, or exchange program information sessions).

Procure prizes within the approved budget and ensure timely availability before winner announcement.

Coordinate secure storage, handling, and delivery/presentation of prizes to winners.

Proposed prizes are subject to PDS approval.

F. Logistics & Support

Handle inquiries from participants throughout the contest.

Ensure smooth digital operations (submission handling, data privacy, and security).

Coordinating winners' logistics. Arrange travel (roundtrip flight) and accommodation for two nights at a centrally located hotel within 5km radius from the U.S. Embassy for top 3 winners (if required) traveling from outside Abuja. Travel arrangements are subject to PDS approval.

G. DATA PROTECTION AND CONTENT RIGHTS

The Contractor shall:

Ensure all participant data is securely stored and protected.

Obtain appropriate consent and release forms from participants for the use of submitted, videos, names, and likenesses.

Comply with applicable Nigerian data protection regulations.

Transfer all collected contest data and media assets to the U.S. Embassy Abuja upon project completion.

All materials produced under this contract shall become the property of the U.S. Embassy Abuja unless otherwise specified.

All participant registration data, survey responses, and any other personally identifiable information (PII) collected in connection with the Contest constitutes U.S. Government property. The contractor shall treat all such data as sensitive and confidential throughout the full period of performance and for a minimum of three (3) years following contract close-out, consistent with Section 16.5 (Records Management).

The contractor shall not share, sell, license, transfer, or disclose participant data to any third party — including subcontractors, vendors, sponsors, exhibitors, or media organizations — without prior written PDS authorization specifying the recipient, data fields to be shared, purpose, and duration.

The contractor shall not use participant data for any commercial, marketing, or business development purpose, including but not limited to: building mailing lists, targeting advertising, profiling attendees, or promoting the contractor's services

H. AMERICA FIRST MESSAGING AND STRATEGIC ALIGNMENT

The Contractor shall ensure all campaign messaging aligns with America First priorities and Freedom 250 goals:

Strategic Messaging:

- Emphasize American exceptionalism, innovation, and global leadership over 250 years
- Position the United States as Nigeria's preferred partner in technology, education, and economic development
- Highlight transparent, accountable, and mutually beneficial U.S.-Nigeria partnerships
- Showcase American companies, educational institutions, and exchange programs as pathways to opportunity
- All messaging shall affirmatively frame U.S.-Nigeria engagement in terms of concrete, mutual national interest — not generic global partnership rhetoric — emphasizing reciprocity and tangible opportunity flowing from partnership with the United States specifically.

Content Requirements:

- Feature success stories of U.S.-Nigeria collaboration where appropriate
- Highlight American technological innovation, entrepreneurship, and educational excellence
- Reference exchange program alumni or American business success stories in Nigeria when relevant
- Avoid generic "international partnership" language; specifically emphasize American leadership and values

Prohibited Content:

- Materials that diminish American achievements or exceptionalism, or materials generally of a negative nature
- Messaging that presents the U.S. as one option among many rather than as the preferred partner
- Content that fails to clearly attribute innovations, values, or opportunities to American founding principles and leadership

I. Risk Management And Contingency Planning

The Contractor shall identify and mitigate potential project risks, including:

- Low participation rates
- Technical submission failures
- Delays in approvals
- Social media account disruptions
- Prize procurement delays
- Negative publicity or reputational concerns

The Contractor should include contingency plans for:

- Alternative submission methods
- Backup communication channels
- Content moderation procedures
- Crisis communications support

J. Branding and Communications

The contractor must:

Use U.S. Embassy branding as the primary visual element and Freedom 250 logos as secondary branding on all materials in accordance with the Department's America First Branding Policy, all promotional materials, videos, and public-facing content must prominently and visually incorporate the U.S. flag as the primary unifying visual element, with U.S. Embassy Abuja and Freedom 250 branding as specified by PDS.

Submit all public-facing materials to PDS for approval before publishing

Obtain participant consent for video use to ensure alignment with America First messaging priorities

Credit U.S. Embassy Abuja and Freedom 250 in all communications

The Contractor shall coordinate with the Public Diplomacy Section (PDS) and receive prior written approval on any media engagement or response to press inquiries to ensure consistent America First messaging. The Contractor shall submit all proposed media engagements and draft press responses to PDS no later than 3 business days prior to the anticipated response deadline. PDS will endeavor to provide feedback or approval within 48 business hours of receipt. In cases involving time-sensitive press inquiries, the Contractor shall flag the request as urgent and notify PDS immediately by phone or email to expedite review.

No media engagement, interview, statement, or press response shall be issued without documented PDS approval.

K. Government Furnished Information (GFI)

The U.S. Embassy Abuja Public Diplomacy Section (PDS) will provide:

- Official Freedom250 and U.S. Embassy branding assets
- Branding and communications guidelines
- Contest rules and judging criteria
- Video contest template
- Statement of eligibility template
- Final approval for all public-facing materials
- Coordination support and approval for timing and release of official Embassy announcements

L. Timeline

The period of performance for this project shall be approximately Two (2) months, beginning upon contract award and concluding no later than November 5, 2026.

The anticipated performance period is:

- Start Date: Within 15 days of contract award and approval for timeline of key deliverables and milestones
- End Date: November 5, 2026

All deliverables, reporting, procurement, publicity, coordination activities, and closeout documentation must be completed within this period unless otherwise approved in writing by the U.S. Embassy Abuja Public Diplomacy Section (PDS).

Period	Activity
September 1 - 4, 2026	Contract award, kickoff meeting, branding alignment, draft implementation plan
September 7-9	Contest rules development, publicity design, approval cycles
September 9 - 11, 2026	Paid media setup, campaign rollout
September 12 - 14, 2026	Final launch preparations and media rollout
September 14, 2026	Official contest launch
September 16 - 30, 2026	Contest open, participant engagement, weekly reporting
October 1 - 9, 2026	Screening, eligibility review, shortlisting
October 11-16, 2026	Judging coordination and Embassy review
October 18 - 23, 2026	Winner coordination, prize logistics, announcement preparation
October 28 – 29, 2026	Public winner announcement activities
November 5, 2026	Submission of final report and closeout

M. REPORTING REQUIREMENTS

Weekly reports should include:

- Campaign activities completed
- Paid advertising performance
- Social media analytics
- Number of entries received
- Geographic participation trends
- Risks/issues encountered
- Planned activities for the following week

The final report should include:

- Full campaign analytics
- Media coverage summary
- Contest outcomes
- Financial reconciliation
- Lessons learned
- Recommendations for future Freedom250 programming
- Assessment of how the campaign advanced America First priorities, including metrics on youth engagement with American values, interest in U.S. educational/business partnerships, and positioning of the U.S. as preferred partner

- Documentation of any American company, institution, or exchange program engagement generated through the campaign

N. Deliverables

Pre-Program Start (by September 1, 2026):

Detailed project plan and timeline

Contest announcement campaign plan including press release, website, launch video/post, and plan for paid promotion (subject to PDS approval).

Publicity and promotional toolkit (subject to PDS approval)

During Contest Period (September 16 to September 30, 2026):

Submission database and progress tracker.

Weekly social media updates (website visits, reach, impressions, engagement, entries received, hashtag reach).

Shortlist of 25 qualified entries with evaluation notes (winners selected by PD).

Complete list of all qualified entries with evaluation notes

Prize procurement plan and proof of delivery (subject to PD approval).

Arrange travel and accommodation for winners.

Post-Event (by November 5, 2026):

Final contest/campaign media report including analytics (press and media coverage, website visits, reach, impressions, engagement, entries received, hashtag reach).

Comprehensive final report including challenges encountered and lessons learned, recommendations for future programming, and final financial report with receipts and documentation.

All deliverables are subject to review for compliance with America First branding and messaging requirements (Sections H and J), including flag visibility and explicit attribution of innovation/opportunity to American leadership.

O. CONTRACTOR REQUIREMENTS AND QUALIFICATIONS

The Contractor must demonstrate the technical, operational, and creative capacity to successfully execute a national youth-focused public engagement campaign.

The Contractor should meet the following minimum qualifications:

Organizational Experience

- Maintain active organizational social media accounts (e.g., Facebook, Instagram, X, LinkedIn, or YouTube) with consistent content published over the past twelve (12) months.
- Demonstrate experience designing and managing digital campaigns that achieved measurable audience reach and engagement.
- Provide evidence of successfully organizing and administering at least **two (2)** online competitions, contests, campaigns, or youth engagement initiatives of similar scale within the past five (5) years.
- Submit at least one **(1)** case study or portfolio example of comparable projects, including campaign objectives, implementation approach, audience reach, engagement metrics, and outcomes.
- Provide links to official websites, social media platforms, or online portfolios demonstrating previous work.
- Demonstrate the ability to manage digital advertising, online participant engagement, content moderation, and secure online submission systems.

Technical Capacity

The Contractor must demonstrate:

- Ability to produce high-quality multimedia content.
- Strong graphic design and video production capabilities.
- Capacity to manage online submission systems securely and efficiently.
- Ability to monitor and analyze digital campaign performance metrics.

P. Intellectual Property

A. Contractor-Produced Deliverables All creative assets, graphics, promotional materials, reports, and campaign materials produced by the Contractor in connection with administering this video contest shall become the sole property of the U.S. Embassy Abuja upon delivery and acceptance. The Contractor assigns, and shall ensure that any subcontractors or personnel assign, all right, title, and interest in such deliverables to the U.S. Embassy Abuja, including the right to reproduce, modify, distribute, publish, and create derivative works without further compensation to the Contractor.

B. Contest Entrant Video Submissions By submitting a video to the contest, each participant agrees to the terms of the official contest entry/release form, which grants the U.S. Embassy Abuja a non-exclusive, royalty-free, worldwide license to use, reproduce, edit, and publish the submitted video for public diplomacy and official U.S. Government purposes. This license does not, by itself, transfer ownership of the underlying video; the participant retains authorship rights except as expressly modified below.

C. Public Domain Status Upon Publication Upon posting to the U.S. Embassy Abuja's official website or social media channels, contest submissions are treated as part of the public domain and may be freely viewed, shared, downloaded, and redistributed by members of the public without further permission from the Embassy or the entrant. Participants must acknowledge and accept this condition as part of the contest entry/release form prior to submitting their video.

The Contractor shall ensure that the official entry/release form clearly discloses this public domain condition to all participants and shall retain signed copies of all releases for the duration of the award and any applicable record retention period.

Q. Ethics and Conduct

The Contractor shall maintain professional standards of conduct and avoid any conflict of interest in the administration or judging of the contest. Contractor staff involved in candidate selection and review must sign Non-disclosure Agreements (NDAs) wherein they will agree to keep confidential evaluation criteria, evaluation decisions, and nonpublic contest information. Contractor staff will also agree to sign anti-nepotism agreements wherein they commit to impartial judging and to recuse themselves from judging any candidates with whom they have a personal or familial relationship.

R. Non-Disclosure

The Contractor shall not disclose non-public information related to the contest, Embassy operations, participants, or judging process without prior written approval.

S. Force Majeure

Neither party shall be liable for delays caused by circumstances beyond reasonable control, including natural disasters, government restrictions, or major technological disruptions.

Appendix

Mission Nigeria “Inspired by Freedom: the Next 250” Video Contest

Target Audience

The campaign targets Nigeria’s vibrant youth demographic (ages 18–35), including creators, students, entrepreneurs, and tech-savvy individuals who drive innovation and cultural expression in Nigeria.

Platforms: Facebook, Instagram, YouTube Shorts.

Format: 120 seconds (max) vertical skits with clear audio and captions.

Entry

1. Create a video of no more than 120 seconds in English with clear audio and captions visually expressing the key idea how American founding values—liberty, equality, individual rights, rule of law, and the pursuit of happiness—have contributed to creating an enabling environment for innovation, entrepreneurship, and educational excellence.
2. Post publicly on Facebook/Instagram/X/YouTube Shorts.
3. Use hashtags: #InspiredbyFreedom250
4. Complete the contest entry form and sign the eligibility and media release form by September 30, 2026

Requirements:

1. Participants must be a Nigerian citizen residing in Nigeria.
2. Contestants must be at least 18 years and no older than 35 years on the date of entry into the contest.
3. Original content only.
4. Abide by contest rules

Judging:

- Creativity (35%) - Assesses originality, innovative storytelling, and unique ideas
- Relevance (25%) - Measures alignment with the campaign theme
- Storytelling (20%) - Evaluates narrative impact and clarity
- Technical quality (10%) - Focuses on production standards, including audio and visuals.
- Engagement (10%) - Considers audience interaction and resonance.