

## Request for Proposals (RFP)

**To** : Offerors  
**From** : Institute of International Education, Inc. (IIE)  
**Subject** : Selection of Video Preferred Vendors for Fulbright  
**RFP Issue Date** : January 16, 2026

**Questions Due from Offerors:** January 23, 2026, 5 PM Eastern Standard Time

**Responses to Questions Posted:** January 28, 2026

**RFP Closing Date** : February 5, 2026

**RFP Closing Time** : 5 PM Eastern Standard Time

**Master Services Agreement Performance Period:** February 15, 2026 – February 14, 2031

Enclosed is a Request for Proposals (RFP). IIE invites qualified firms and organizations (“Offerors”) to submit a best-value proposal for the requested services. Offerors may submit a proposal for any or all of the services listed within this RFP, and do not have to address all of the services listed within their proposals. The Contract resulting from this award will be a Fulbright-specific Master Services Agreement. Fulbright preferred vendors may be utilized by the Fulbright Student and Fulbright Scholar programs. Funding for the Fulbright Programs comes from the US Government, as well as foreign governments and non-government sources.

Offerors are encouraged to read this RFP in its entirety (including any and all attachments), paying specific attention to the instructions and requirements included herein. Issuance of this solicitation does not, in any way, obligate the Institute of International Education (IIE) to award a contract, nor will IIE pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror(s) whose Offer will be the most advantageous to IIE in terms of cost, functionality, and other factors as specified in this RFP.

The required services are described in the **“Statement of Work” in Attachment A**. IIE encourages your organization to indicate its interest in this RFP by submitting a proposal according to the instructions in **“Proposal Preparation Instruction”**. Proposals will be evaluated based on the **“Evaluation Criteria”**.

All proposals are due by the dates and times stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

**Questions:** Any questions are to be submitted **in writing** via email to the email address listed below no later than the date listed above. No questions will be entertained if they are received by means other than the specified email address. No oral answers will be provided. Answers to questions IIE deems relevant to this RFP will be published per the timeline above on IIE’s website under Subawards and Procurement (<https://www.iie.org/Work-With-Us/Subawards-Procurements>).

Sarah Kerr, Head of Fulbright Communications  
Institute of International Education, Inc.  
Email: [skerr@iie.org](mailto:skerr@iie.org)

**Proposal Submission:** Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: [skerr@iie.org](mailto:skerr@iie.org). Be sure to include in the subject line: **Video Preferred Vendors for Fulbright**. IIE will not accept proposals received by fax.

## Table of Contents

SECTION 1: BACKGROUND AND PURPOSE .....	3
SECTION 2: RFP CONDITIONS.....	3
SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS.....	4
SECTION 4: TERMS OF PAYMENT .....	5
SECTION 5: EVALUATION OF PROPOSALS .....	5
ATTACHMENT A VIDEO SERVICES.....	6
ATTACHMENT B COST PROPOSAL TEMPLATE .....	7
ATTACHMENT C - ADDITIONAL REQUIREMENTS .....	7

## **SECTION 1: BACKGROUND AND PURPOSE**

Background: Institute of International Education

The Institute of International Education ("IIE" or the "Institute") is a New York not-for-profit corporation that is among the world's largest and most experienced international education and training organizations. Founded in 1919, IIE promotes educational exchange around the world through a wealth of programs and services including Fellowship and Scholarship Management, Higher Education Institutional Development, Emergency Student and Scholar Assistance, and Leadership Development.

For more than 100 years, IIE has promoted educational exchange around the world. The Institute currently implements more than 200 programs benefiting 40,000 participants from 183 countries. Foremost among these programs is the world-renowned Fulbright Program, which IIE has had the honor to administer on behalf of the U.S. Department of State since the program's inception in 1946. In addition to the U.S. Department of State, program sponsors include: the U.S. Department of Defense, major philanthropic foundations; private and public corporations; foreign governments; and individuals.

With IIE's global headquarters in New York City, IIE has offices around the world, including offices in the United States (Washington D.C., Chicago, Houston and San Francisco) and staff in other countries (China, Ethiopia, India, Indonesia, Mexico, Thailand and Ukraine).

### **Purpose of Request for Proposal**

The Fulbright Program is seeking program preferred vendors for video services as described in Attachment A.

The Fulbright Program awards approximately 9,000 merit-based scholarships in the United States and more than 160 countries every year to accomplished students, scholars, teachers, artists, and professionals of all backgrounds and fields. Fulbrighters study, teach, conduct research, exchange ideas, and contribute to finding solutions to complex global challenges.

## **SECTION 2: RFP CONDITIONS**

IIE reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as a promise or representation by IIE. IIE does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential and shall return the RFP (without keeping copies) to IIE if the Offeror elects not to submit a proposal, or upon being requested to do so by IIE.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of IIE and will not be returned.

In submitting a proposal, you must agree that your offer shall remain firm for a period of no less than **120** days from the RFP closing date.

Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

The successful Offeror will be obligated to enter into an agreement containing the same or substantially similar terms and conditions found at: <https://www.iie.org/Work-With-Us/Subawards-Procurements/Solicitations-for-Goods-and-Services>. The terms and conditions may be changed, added to, deleted or modified by IIE prior to

awarding the agreement. Other terms and conditions may be negotiated between IIE and the successful Offeror, at IIE's discretion. State Universities and Agencies should not expect or ask IIE to modify its Terms and Conditions to incorporate any State Regulations or Statutes.

## SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS

Proposals are expected to be comprehensive and include the information set forth below. Offerors are also invited to send any additional information or supplemental material they believe will aid IIE in properly evaluating their service offerings. Please be sure to respond to each of the elements requested and frame your answers in direct response to the information being sought.

Include only your own work and no text copied from sources outside of your organization, unless those sources are adequately cited and credited. In order to be qualified for this RFP, all Offerors are requested to provide the following information, and format their proposal as noted below. In addition, other requirements for Offerors who are offering specific services are listed further below.

### ALL OFFERORS MUST SUBMIT THE FOLLOWING:

**1. Letter of transmittal, one page**

**2. Basic information, one page**

- Legal name, registered address, and "Remit to" mailing address, if different from registered address
- Name of authorized representative for this RFP, with telephone number(s), and e-mail address
- General information about your organization and the services it offers

**3. Qualifications and Capabilities, 2 pages maximum**

- Description of the organization/entity and experience in the field that illustrates overall services and capabilities to meet the terms of the RFP
- Years of relevant experience
- Any plans to outsource/subcontract the services or any part thereof
- Past experience working with IIE, if applicable (not required)
- Ability, availability, and willingness for rush projects (including a definition of what would be considered rush)

**4. Past Performance and Experience**

Document and summarize your proven track record of successfully implementing similar activities. Using the table format provided below, please list only the relevant projects you implemented within the past 3 years, a brief description of how each is relevant to the scope of the RFP, and the contact details for each previous client. You may also include recommendation/appreciation letters and certificates. Include 3 – 5 examples (at least 2 examples should be with organizations other than IIE).

For past performance, include web links to past projects or attach a PDF for each example.

#	(a) Name of Organization	(b) Activity Title	(c) Locations of activity	(d) Synopsis of the activity and relevance to this RFP	(e) Performance period (date and duration)	(f) Total Vendor fees (inclusive of equipment rental for video) for the activity	(g) Name & Contact Info (E-mail <u>and</u> phone)

1							
2							
3							

## 5. Fees and Rates

Please include any proposed discounts, including discounts for working with not-for profit organizations (IIE is a 501 (c)(3)).

Provide a detailed rate sheet that should include, but not be limited to, full day, half day and hourly rates for:

- videography
- editing/post production
- location staff fees (producer/director, director of photography, production assistant)
- please include whether equipment rental fees are included or additional
- rush rates/fees (including a definition of what is considered rush)
- rates/fees for consultations and meetings
- any additional proposed rates or fees

## SECTION 4: TERMS OF PAYMENT

Payment terms for the award shall be approximately net thirty (30) days after satisfactory completion of each deliverable or milestone agreed upon and established in the resulting agreement. Payment shall be made by the Institute of International Education (“IIE”) via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.

## SECTION 5: EVALUATION OF PROPOSALS

Item	Requirement	Points Available
<b>Qualifications and Capabilities</b>	Assessment of the bidder's qualifications and capacity to complete the types of projects described in Attachment A	50
<b>Past Performance</b>	Assessment of the bidder's past projects including relevance to IIE's work.	25
<b>Cost and Rates</b>	IIE's review of the fees and rates based on past performance, and rate sheets shall determine if the overall costs proposed are realistic for the work to be performed, reflect a correct understanding of the types of projects IIE will need to be completed, and are consistent with the Offeror's technical proposal.	25
<b>Total</b>		<b>100 points</b>

## ATTACHMENT A VIDEO SERVICES

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IIE is seeking video preferred vendors for the Fulbright Student and Scholar programs. The proposed preferred vendors must be able to produce high-quality informational and promotional videos that highlight the Fulbright Program's mission, impact, and alumni stories. Although not limited to, these videos will serve as key assets for outreach, recruitment, events, stakeholder engagement and brand storytelling across digital platforms.

### **Objectives**

- Create compelling video content that communicates the Fulbright Program's value and opportunities.
- Showcase alumni achievements and testimonials to inspire prospective applicants.

#### **1. Video types include but not limited to:**

- **Informational videos**
  - Short-form videos explaining program benefits, eligibility, and application process.
  - Animated or motion graphics elements for clarity and engagement.
- **Promotional videos**
  - Story-driven videos featuring alumni interviews and success stories.
  - Highlight excellence, cultural exchange, and global collaboration.
- **Alumni interview videos**
  - Conduct and film interviews with selected alumni (remote or in-person).
  - Capture authentic narratives that align with program messaging.
- **Other video types**
  - Social media clips
  - Event coverage
  - Program overviews

#### **2. Creative & Production Requirements**

- Provide professional editing, audio, and color grading to ensure broadcast-quality output.
- Include subtitles and accessibility features (closed captions and transcripts) that comply with WCAG 2.1 accessibility standards.
- Offer storyboarding and scripting support to align with Fulbright's messaging and tone.
- Deliver on-location and remote filming capabilities, including multi-camera setups and high-quality audio capture.
- Provide motion graphics and animation options for dynamic storytelling.
- Curate and incorporate historical footage and images from Fulbright archives.
- Ensure all creative work adheres to Fulbright brand guidelines for visual identity and tone.

#### **3. Final Formats**

- Deliver all videos optimized for web, social media, and presentation use, ensuring compatibility across major platforms.
- Provide versions in multiple aspect ratios (16:9, 9:16, and 1:1 square) for horizontal, vertical, and social formats.
- Ensure secure file transfer and storage,
- Make available:

- Raw footage (organized and labeled)
- Final edited versions in high-resolution formats (minimum 1080p, preferably 4K)
- Thumbnails optimized for digital platforms
- Transcripts and caption files (e.g., .SRT or .VTT)
- Include backup and archiving policy for long-term storage and retrieval.

## ATTACHMENT B COST PROPOSAL TEMPLATE

All proposals should include rate sheet and/or hourly rates for services:

Please include any proposed discounts, including discounts for working with not-for profit organizations (IIE is a 501 (c)(3)).

Provide a detailed rate sheet that should include but not be limited to full day, half day and hourly rates for:

- videography
- editing/post production
- location staff fees (producer/director, director of photography, production assistant)
- please include whether equipment rental fees are included or additional
- rush rates/fees (including a definition of what is considered rush)
- any additional fees
- rates/fees for consultations and meetings

## ATTACHMENT C - ADDITIONAL REQUIREMENTS

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### Third-Party IT Risk Management Process (TPRM)

An **IT Security Questionnaire** is required prior to signing a contract if the vendor will process IIE proprietary data or Personal Data according to GDPR's definition on behalf of IIE or connect to IIE's network.

- Vendors who can furnish evidence of an **ISO 27001 Certification** are asked to attach such documentation and to provide their up-to-date **System and Organization Controls (SOC) 2 Type 2 Attestation**.
- Vendors who cannot furnish IIE with ISO 27001 Certification evidence will be asked to provide a **SOC 2 Type 2 attestation** and complete a **security assessment that is mapped to the National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)**. NIST is a guidance, based on existing standards, guidelines, and practices for organizations to better manage and reduce cybersecurity risk. The NIST CSF consists of five concurrent and continuous Functions—Identify, Protect, Detect, Respond, Recover. When considered together, these Functions provide a high-level, strategic view of the lifecycle of an organization's cybersecurity risk management.
- If your organization does not wish to complete this request using the automated OneTrust platform, please visit the “Welcome” screen of the IT Security Questionnaire (using the emailed link from OneTrust) and click “*Complete Offline Using Excel*” to download the **Excel** version of the NIST CSF assessment. Please make sure to upload the completed file to OneTrust using the same path and **Submit**.

#### **Prohibition on certain telecommunications and video surveillance services or equipment**

IIE cannot enter into a contract to procure or obtain equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Public Law 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

Covered equipment and services must not be part of your offer to IIE.