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བཟོ་གྲྭ་ཚོང་ལས་དང་ལྷ་གཡོག་ལྷན་ཁག།

BHUTAN INFORMATION COMMUNICATION AND MEDIA AUTHORITY  
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT



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## Terms of Reference (ToR) for the Design of Trophies for the Bhutan National Film Awards 2025

### 1. Background

The Bhutan National Film Awards is one of the most prominent events celebrating the greatest achievements of Bhutan's film industry. This event provides Bhutanese film professionals with the opportunity to be recognized for their talent and accomplishments. The awards ceremony acknowledges their hard work and encourages them to further contribute to the creation of films in Bhutan. The Bhutan InfoComm and Media Authority will now oversee the implementation of the Bhutan National Film Awards, in collaboration with the Film Association of Bhutan for the year 2025 onwards.

The Bhutan National Film Awards (BNFA) is the premier event recognizing and celebrating excellence in the Bhutanese film industry. Starting from 2025 awards, as part of the award event revampment, the Bhutan InfoComm and Media Authority (BICMA) seeks to tender the design of the official trophy for the event. The selected trophy design should embody the essence of Bhutanese culture, tradition, and the spirit of the Bhutanese film industry.

### 2. Objectives

The main objective of this tender is to commission an individual, group, or company to design and produce the official BNFA 2025 trophy. The design should represent the values, culture, and aesthetics of Bhutan while being innovative and visually appealing.

### 3. Scope of Work

The entries will be required to:

1. Design a unique and creative trophy for the Bhutan National Film Awards along with a description explaining the inspiration behind the design and how it reflects Bhutanese culture and the film industry.
2. Ensure that the design reflects Bhutanese heritage and honors the achievements of the Bhutanese film industry.
3. Submit the design in 3D rotating video and pictures illustrating final visualization in a three-dimensional form which gives an idea of how the design will look if built in real life including where the details of winners will be inscribed.
4. Develop the Trophy into a logo format.



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#### 4. Eligibility Criteria

This tender is open only to all individuals, design firms, or companies.

#### 5. Duration

The tender period will be open for one month from the date of the announcement. All submissions must be received by 5PM, 29 November 2024.

#### 7. Selection Criteria

The trophy design selection will be based on factors such as visual Presentation, significance and cultural relevance, creativity, and innovation.

#### 8. Award and Contract

Upon review of all applications, the best design will be awarded a cash prize of Nu. 100,000/-

#### 9. Timeline

- Tender Announcement : 18 October 2024
- Deadline for Submission : 29 November 2024

#### 10. Submission

Entries may be emailed to [ttshewang@bicma.bt](mailto:ttshewang@bicma.bt) or may be submitted in person at BICMA Office.