



## Globalization and Localization Association (GALA)

### REQUEST FOR PROPOSALS (RFP)

### Subtitling Services

This procurement is being conducted as an in-kind or quid pro quo exchange of benefits between the Globalization and Localization Association (GALA) and the Contractor. Payment by GALA may include free membership, sponsorship, and other visibility elements to be mutually determined by the parties.

#### Purpose & Background

GALA is committed to delivering high quality content and a fantastic member experience. Additionally, GALA believes that language is a key component of accessibility and inclusion. GALA's audience is global, and while the degree of English language proficiency is high among its members, some users have indicated that subtitles (either in English or in their own language) would be helpful.

#### Scope of Work

GALA produces approximately two ~60-minute webinar-style events each month which later become available to members as video recordings. Additionally, GALA plans to produce approximately 15-20 video recordings of live sessions (~40 minutes in length) from its annual conference which will be held in April 2024. Those sessions will not be livestreamed, only recorded.

While closed captioning would be nice to offer, GALA's primary concern is not the deaf and hard of hearing audience, but users with limited English proficiency. Therefore, proposals *may include* closed captioning, transcription into text-based files, and subtitling in other languages but they *must include* subtitling in English.

The contractor shall:

- Provide subtitling in English of GALA's recorded video content.
- (Optionally) provide live closed captioning of webinar events, plus transcriptions and subtitling into additional languages at the contractor's discretion.
- Coordinate with GALA's point of contact (Content Strategist) for all project initiations, management, and completion.
- Provide instructions and/or training for GALA's point of contact on project processes and workflows.
- Submit a quarterly accounting of resources for GALA's projects.

#### Minimum Requirements

- Contractor must have an active GALA membership before submitting a proposal.

- Contractor must be able to work with the Zoom platform and outputs thereof; GALA has an integration with its association management system (i.e., registration and user database) and cannot consider alternate platforms for its webinars.

### Contract Type

- Quid pro quo – an exchange of benefits for services to be mutually agreed upon.

### Contract Term

- One calendar year (2024)

### Form of Response

Proposals must be in writing.

- Part 1: technical proposals must include a written response to the Scope of Work that demonstrates the work plan, services offered, capabilities, and experience in providing the required services.
  - a. Two sample subtitled videos **OR** please request a two-minute video from GALA’s archives and we will gladly provide it for trial use.
  - b. Standard turnaround time for described services
  - c. Description of offeror’s quality assurance process including how to resolve errors
- Part 2: requested benefits (i.e., price proposal) which may include GALA membership, sponsorship, and visibility elements (see [Visibility Kit](#) for options).

### Proposal Closing Date

- 12 January 2024, by midnight Pacific Standard Time
- To [content@gala-global.org](mailto:content@gala-global.org) and [afcrch@gala-global.org](mailto:afcrch@gala-global.org)

### Award Determination

The contract resulting from this RFP will be awarded to the offeror whose proposal is determined to be the most advantageous to GALA and its members, based on the criteria listed below. GALA will consider partnering with more than one offeror in the case that services can be divided so as not to overburden any one company.

- Services offered
- Benefits requested and mutual acceptance of barter terms (this will be a collaborative process)
- Turnaround time
- Ease of use for end-users



## Questions

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