

7 June 2024

SUBJECT: REQUEST FOR PROPOSAL

Hello,

Valve Corporation, working with PGL, is in the preliminary stages of sourcing broadcast production companies (“Vendors”) to produce the broadcasts of our officially supported languages for the International 2024—Dota 2 Championships, which will be held this September in Copenhagen, Denmark.

This year, we are accommodating Mandarin Chinese, Spanish, and Russian languages for the official broadcasts. We will provide a separate form for Broadcast companies interested in covering all other languages, where they can express their interest.

Please provide budgetary estimates and a detailed show proposal for localised coverage of The International 2024 and emphasise what sets your company apart. Details of this endeavour are described in the enclosed RFP, entitled Request for Proposal for Live Event Broadcast Production.

Final proposals should be emailed to [theinternationalrfp@valvesoftware.com](mailto:theinternationalrfp@valvesoftware.com) with the subject line: “[COMPANY NAME] - TI 2024 Live Event Broadcast Production - [LANGUAGE]” no later than 15 June 2024.

Please also include the following information in the email body or proposal:

1. The full legal name of your production company (e.g., John Doe, ACME Inc., ...):
2. Street address of your production company (e.g., 123 Park Lane):
3. City name:
4. State or Province name:
5. ZIP Code:
6. Country name:
7. Name of the primary contact person:
8. E-mail address and phone number of the primary contact person:
9. Role of the primary contact person (e.g., Director, Business Development)
10. Name of the person authorised to sign an agreement
11. Email address of the signatory:
12. Role of the signatory within your company:

Thank you for your efforts in providing this proposal.

Sincerely,  
The International Team

## 1. BACKGROUND

The International (TI) is an annual Dota 2 esports tournament created by Valve Corporation. The whole event will run during September. The broadcast will run for ten days, and we will broadcast an average of 12 hours per day (depending on the gameplay length). Set, strike, and rehearsal time will be outlined in the "Schedule."

## 2. SCOPE OF WORK

Objectives include live event broadcast production, segment coordination, on-air talent coordination (including hiring and payment), graphics creation/operation in cooperation with official event branding, and additional live edit video packages to supplement the show for a localised broadcast.

We are currently considering one of these two methods of execution and encourage you to submit a plan for each one that you can execute:

- fully remote broadcast (all production and crew off-site)
- hybrid broadcast (all production and crew off-site, sideline reporters/interviewers on-site)

You must be able to fulfil the following requirements to be considered for this RFP.

If proposing a fully remote broadcast:

- Provide a home studio and production crew capable of supporting an event production with analyst and caster sets.
- Remote broadcasts will interface with the World Feed production coordinators on-site in Copenhagen, Denmark, via integrated communication systems.

If proposing a Hybrid Broadcast:

- Provide a home studio and production crew capable of supporting event production with an analyst set and caster sets.
- Provide a content team to Copenhagen, Denmark, to cover the event.
- Remote broadcasts will interface with the World Feed production coordinators on-site in Copenhagen, Denmark, via integrated communication systems.

Regardless of the final production plan model, the vendor is required to:

- Provide an estimated budget as outlined in Appendix A.
- Execute a white-label live event broadcast for localised broadcast in Mandarin Chinese, Spanish, or Russian. For purposes of this document, "white label" refers to Valves' ownership of the broadcast and content associated with the event and its right to approve all content contained within the broadcast and any other use of the content.
- Agree to coordinate with all approved Valve and PGL vendors.
- Provide pre-and post-production support leading up to the event.
- Serve as an essential resource for all production teams in the field and the primary liaison between various entities, including PGL, all such as Production Crews, Talent, Site Operations, Vendors and other Broadcast Representatives.
- Supervise facilities, hospitality, and staff at remote home studios and on-site events.
- Oversee the acquisition and distribution of various production elements, including but not limited to event footage, music, music cue sheets, graphic elements, equipment, etc.
- Manage and maintain planning documents, such as trackers and spreadsheets, in compliance with the finance documents outlined in Appendix A.
- Work closely with the Valve and PGL team on managing costs, coordinating crew, and showing requirements to ensure timely execution of contracts/deal memos.

- Provide Valve and PGL with broadcast viewership stats after the event concludes.
- Comply with the event venue's requirements to ensure that appropriate approvals are obtained for any broadcast content that includes venue trademarks or third parties (e.g., third-party trademarks in the venue's concourse area).

### 3. PROGRAM MANAGEMENT

Informal progress and facilitation meetings are expected to be held with the vendor. Ongoing communication leading up to the event will be required.

Schedule:

RFP Bid Request Returned for Review – 15 June 2024  
Pre-Production – *Ongoing as needed leading up to the event*

#### APPENDIX A LANGUAGE BROADCAST SUPPORT

##### *Broadcast Support*

Broadcast Equipment	\$0.00
Labor	\$0.00
Food and Beverage (T&E)	\$0.00
Hotel (T&E)	\$0.00
Flights and Transportation (T&E)	\$0.00
Program Total	\$0.00