

January 2025

REQUEST FOR PROPOSAL
The International 2025 - Dota 2 Championships

Valve Corporation, in partnership 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 2025 – Dota 2 Championships being held in Hamburg, Germany.

This year, we are accommodating Mandarin Chinese, Spanish and Russian languages for the official broadcasts. A separate form for broadcast companies interested in covering all other languages will be provided.

As part of your submission, please provide us with budgetary estimates and a detailed show proposal for localized coverage of The International 2025 with an emphasis on what sets your company apart. Details of the Vendor requirements and responsibilities are described in the enclosed RFP.

Final proposals should be emailed to theinternationalrfp@valvesoftware.com with the subject line: “[COMPANY NAME] - TI 2025 Live Event Broadcast Production - [LANGUAGE]” no later than 21 February 2025.

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

1. The full legal name of your production company:
2. Full street address of your production company:
3. City:
4. State or Province name:
5. ZIP Code:
6. Country;
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 authorized 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

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I. BACKGROUND

The International (TI) is an annual Dota 2 esports tournament hosted by Valve Corporation. The full event will run from 4 September to 14 September. The broadcast will run for an average of 12 hours per day (depending on the length of gameplay). Both pre-production and on-site production schedules will be outlined in the “Schedule” section. Responses to this RPF should focus on production for all stages of the tournament including Road to The International and The International Finals Weekend.

II. SCOPE OF WORK

All official language broadcasts are under The International umbrella and part of a globally coordinated broadcast. Sections of the broadcast are produced on-site by the World Feed that all broadcasts must sync to. Other parts are designated for the official language broadcasts to produce individually. Vendors are responsible for correctly staying in-sync with the World Feed. Other Vendor responsibilities include broadcast graphic creation and operation in adherence to the official event branding, in-game productions, segment coordination, on-air talent coordination (including hiring and payment), and creation of edited video content for a localized broadcast.

This year, we are only considering a **Hybrid Broadcast Production** – all production staff, crew, analysts & casters remote and content team/interviewers on-site.

To be considered for this RFP, the vendor must demonstrate the ability to execute the following:

- Execute a white label live event broadcast for localized broadcast in Mandarin Chinese, Spanish or Russian. For purposes of this document, “white label” refers to Valve’s 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.
- Project Management
 - Provide an estimated budget, as outlined in Appendix A.
 - Provide and maintain budgets and planning documents, such as trackers and spreadsheets, in compliance with the finance documents outlined in Appendix A.
- Production
 - Provide a home studio and production crew capable of supporting event production with local analyst and caster sets.
 - Supervise facilities, hospitality, and staff at remote home studios and on-site events.

- Be able to integrate communications systems from the on-site World Feed Production in Hamburg, Germany into home studio in order to communicate with the World Feed.
 - Design and build remote studio sets for analysts and casters. Must provide different concepts for Road to The International and The International. All concepts must adhere to event branding guidelines, production expectations and be submitted for review and approval by Valve & PGL no later than 16 May 2025
 - Provide talent management and coordination. This includes submitting a talent list for all roles for approval by Valve and PGL, hiring all approved talent and payment for all talent. Final list submitted for review and approval by Valve & PGL no later than 4 July 2025
 - Provide an on-site content team in Hamburg, Germany. Maximum 4 crew members and must include one on-camera talent/interviewer.
 - Provide pre-and post-production support leading up to the event
 - Oversee the acquisition and distribution of various production elements, including but not limited to event footage, music, music cue sheets, graphic elements, equipment, etc.
- Communication
 - Agree to coordinate with all approved Valve and PGL vendors.
 - Serve as an essential resource for all production teams in the field and the primary liaison between various entities, including PGL, Production Crews, Talent, Site Operations, Vendors, and other Broadcast Representatives.
 - Work closely with the Valve and PGL teams on managing costs, coordinating crew, and showing requirements to ensure timely execution of contracts/deal memos.
- 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).
- Provide Valve and PGL with broadcast viewership stats after the event concludes.

III. PROGRAM MANAGEMENT

It is expected that informal progress and production meetings will be held with the vendor. Ongoing communication leading up to the event will be required.

Schedule:

- RFP Bid Returned for Review – 21 February 2025
- Pre-Production – Ongoing as needed leading up to event.
 - Road to The International & The International studio set designs submitted for approval – 16 May 2025
 - Final Talent list submitted for approval – 4 July 2025

IV. RFP BID REQUIREMENTS

Bid should include the following:

- Detailed production & show proposal that demonstrates Vendor’s ability to execute the roles and responsibilities as detailed in the “Scope of Work” section.
- Examples of previously hosted events that highlight all aspects of broadcast production.
- Budget estimates as outlined in Appendix A

APPENDIX A - LANGUAGE BROADCAST BUDGET

| | |
|----------------------------------|--------|
| Broadcast | \$0.00 |
| (studio, equipment, set) | |
| 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 |