INVITATION TO TENDER – OVERVIEW

Contract for the Delivery of FilmG 19 Awards Event – Brief for Delivery Partner

20 November 2026

Introduction

FilmG has grown to become a respected and inspirational MG ALBA brand since its inception in 2008.

FilmG's purpose (source: https://www.filmg.co.uk/?lang=en) is to:

- Support people to make films in **Scottish Gaelic**
- Build practical filmmaking and screen-production skills
- Discover and develop new Gaelic screen talent
- Encourage participation in Gaelic media among children, young people and adults through separate age categories
- Provide training and support through workshops, equipment access, editing support and school engagement activities

In practice, FilmG is a **talent-development programme** and a celebration of **Gaelic-language short filmmaking**, helping create a route into the professional screen sector for many of its participants.

MG ALBA wishes to continue, develop and invest in the FilmG brand, ensuring it is protected and nurtured for years to come.

MG ALBA wishes to celebrate the culmination of participants' work through an event which is motivational and inspirational, as well as accessible to schools, youth groups and adult independent filmmakers.

The entry deadline for the FilmG 19 competition is Friday 12 March 2027.

MG ALBA invites applications from interested parties to plan, manage and deliver an awards event for FilmG 19. The date of the awards ceremony has not yet been set and will depend on factors including venue availability and the school academic calendar. Applicants must therefore allow for flexibility in the ceremony date. The date will be agreed with MG ALBA and the FilmG competition delivery partner once the tender has been awarded.

Following receipt of proposals, MG ALBA may invite applicants to an interview as part of the quote evaluation process. If an interview is held, it may inform the scoring of the applicant's quote and the award decision. The interview would be scored on the same evaluation criteria as the bids.

Your quote must be submitted via email to tender@mgalba.com

Quotes must arrive no later than 2pm on Friday 11th of December. Quotes submitted after this may not be considered. MG ALBA is not bound to accept any quote received.

Enquiries should be sent to tender@mgalba.com.

Background

MG ALBA employs around 50 staff. Its main business is the commissioning of audiovisual media content from media production companies, and the operation of the Gaelic audiovisual service BBC ALBA in collaboration with the BBC and LearnGaelic and SpeakGaelic in partnership with the BBC and Sabhal Mòr Ostaig.

FilmG is the Scottish Gaelic short film competition and exists to support people to make films in Scottish Gaelic, to build practical screen skills, and to help new Gaelic screen talent emerge.

You are invited to visit **www.mgalba.com** for more information about the company and https://www.filmg.co.uk/ for more information about FilmG.

Objectives

Scope of Services
• **Plan, manage and deliver the FilmG 19 awards ceremony** in line with MG ALBA's brand and Lèirsinn 2030 strategy. The proposed ceremony will put young filmmakers at the heart of the event and meet the needs of participating schools, youth groups and the wider FilmG audience. • **Create a distinctive and inspiring celebration** that promotes young people's films, skills and achievements. The event should recognise talent, build pride in Gaelic language filmmaking and encourage participants to see this achievement as a step towards further creative opportunities. • **Innovate the format**. For FilmG 19, MG ALBA would welcome proposals demonstrating innovative and alternative approaches intended to enhance the experience of attendees. The 2026 awards ceremony can be viewed here:

FilmG 2026 Beò | Watch FilmG Live | BBC ALBA, and the 2025 awards ceremony can be viewed here: FilmG 2025 Beò | FilmG 2025 Live.

- **Innovate alternative viewing and participation opportunities for those unable to attend the ceremony in person**. For FilmG 19 our intention is not to livestream or broadcast the event and instead use an enhanced socials approach, or an alternative proposal. The new format should still ensure that remote audiences feel part of the celebration, engage with the films and share in participants' achievements.
- **Secure a venue** that brings young people's films and achievements centre stage. Consider how accessibility, layout, screening facilities and atmosphere will create an engaging, high-quality experience for young participants and the wider audience.
- **Develop a considered guest list** that brings together young filmmakers, their peers, screen industry representatives and high-profile guests. This mix should celebrate young talent, create opportunities for meaningful connections and raise the ceremony's profile, while keeping young people at the heart of the event.
- **Deliver a Project Plan** explaining how the awards ceremony will be planned, managed and delivered, including a delivery timetable and budget.
- **Produce a post-event evaluation report** assessing delivery against the agreed objectives and key performance indicators (KPIs). Identify the successes, lessons learned and practical recommendations for future ceremonies, including how the event could better inspire young people to continue making films in Gaelic.
- MG ALBA would encourage bidders to consider how the FilmG awards align with other initiatives we support such as Às Ùr and the MG ALBA Scots Trad Music Awards.
- Gaelic language skills and knowledge of the FilmG brand are essential.

Outputs & Milestones	Timescale/Due Date
Planning and delivery of FilmG 19 Awards Ceremony	Dec 2026 – 2027
FilmG 19 Awards Ceremony	2027
Delivery of FilmG 19 event report	4 weeks after the date of the awards ceremony.

Fees and Costs
MG ALBA has set aside up to £35,000 for this project.

Contract Management
The main point of contact for this contract will be MG ALBA's Director of Partnerships and Development.

Selection Criteria & Award Criteria	Weighting (%)
Demonstrable understanding of requirements and innovative, creative approach.	30
Expertise, track record and credentials of individual or team across relevant competencies.	20
Quality, creativity and distinctiveness of submission	30
Price	20
TOTAL	**100**

If two or more applicants score within 5% of the other, preference will be given to the applicant which demonstrates the best commitment to usage or development of Gaelic in execution of the contract.

Key Performance Indicators

1. **Event Delivery:** Deliver an awards ceremony for FilmG 19 in 2027.
2. **Event content and digital engagement:** Publish digital content from the evening to showcase the awards and include those who cannot attend in person. This should be evidenced through publication links, content analytics and platform engagement reports.
3. **Press coverage:** Secure at least four distinct items of editorial coverage about the ceremony in external print, online or broadcast media. Exclude owned social media posts, paid advertising and duplicate reproductions of the same item.
4. **Attendance and high-profile guests:** Achieve at least 350 attendees physically present at the ceremony, including at least 4 high-profile guests agreed in advance with MG ALBA. Measure attendance using checked-in guests rather than invitations or registrations and excluding event staff and suppliers.
5. **Attendee experience survey:** Offer attendees aged 16–24 a voluntary survey to assess how inspiring and relevant they found the ceremony. Include the number

of responses, a summary of findings and key feedback in the final project report; no minimum response target applies.

6. **Final project report:** Submit the final FilmG 19 awards ceremony project report to MG ALBA within four working weeks of the event, assessing performance against the agreed objectives and KPIs and summarising survey findings, lessons learned and recommendations for future ceremonies.

Sustainable Procurement Policy

MG ALBA is committed to a path towards Net Zero and require suppliers to demonstrate their own commitment to sustainability.