



## **CALL FOR SUBMISSIONS: Stage Plays**

Safaricom PLC, believes in the power of storytelling to inspire, educate, and entertain. Through our **Baze brand**—which includes **Baze Video**, **Baze Radio**, and **Baze Music**—we are committed to creating meaningful opportunities for Kenya's creative industry.

As part of **Baze Video's relaunch**, we aim to spotlight bold, locally-driven stories that resonate with Kenya's youth. Baze is positioning itself as the **go-to platform for premium local content**, and we're excited to collaborate with innovative storytellers ready to push the boundaries of digital storytelling.

## **THEATRE PRODUCTION OPPORTUNITY**

### **From Stage to Screen**

Baze seeks to partner with talented theatre groups to establish a distribution platform for stage plays, removing geographical barriers and enabling audiences to access performances anytime, anywhere.

We are calling on passionate and innovative theatre creators to pitch their original production ideas for a unique theatre project. This is an exciting opportunity for Kenyan artists and production teams to showcase their talent, create impactful narratives, and contribute to the vibrant arts scene in Kenya.

### **Project Overview:**

We are looking for dynamic theatre productions that reflect Kenyan culture, diverse stories, and innovative performance styles. Your pitch should present a fully-realized concept that includes a strong narrative, engaging characters, and a clear vision for production.





## **Selection Criteria:**

Your submission should meet the following criteria:

### **1. Original Concept:**

The production idea must be original, innovative, and not previously staged.

### **2. Audience Resonance:**

The content should resonate with Kenyan audiences, addressing issues that reflect contemporary life, traditions, or the unique challenges faced by our society.

### **3. Storytelling Quality:**

We seek compelling narratives that explore themes such as love, community, identity, family, social change, or empowerment. The story should have emotional depth, strong character development, and a clear structure.

### **4. Production Feasibility:**

The concept must be feasible. A detailed production plan, including set design, cast, and technical requirements should be included in the submission.

### **5. Creative Vision:**

Show us your artistic vision. Present how the production will be staged, including set design, lighting, and costumes. The production must be engaging, visually striking, and immersive.

## **How to Apply:**

Please submit the following for consideration:

### **1. Production Proposal:**

- Title of the production
- Synopsis (1-2 pages)
- Brief excerpt from your Theatrical Script





- Detailed production execution plan (including budget estimates and resource requirements)
- Artistic vision (set design, costumes, lighting, and overall visual concept)
- Target audience and marketing strategy and execution plan

## 2. **Creative Team Bios:**

- Brief biography of the director, playwright, and key production members, including their experience and artistic background.

## 3. **Rights Clearance:** If the play is not your original work, submit proof of clearance from the rightful owner

## 4. **Past Work (Optional):**

- Provide links to any previous work or performances.

## 5. **Digital Push Requirement:**

Proposals must include a digital distribution strategy outlining:

- How you will promote the show online
- Tactics for views, shares, and community engagement
- How you will leverage different Social media platforms
- The reporting metrics that will define the success of your digital strategy

## 6. **Budget & Costing**

- Provide a total cost estimate for the show
- Include a high-level budget breakdown (pre-production, production, post-production, marketing)





## 7. Company or Creator Details

- Company or Creator Profile

A brief overview of your background and experience

Highlight your expertise in creating youth-centric content

- Certified Company Certificate of Incorporation (Applicable for Company)
- Valid CR12 (Register of Directors, certified within last 3 months) (Applicable for Company)
- Certified copies of directors' IDs (If not company, a certified copy of the creator's ID)
- Certified KRA PIN
- Certified Tax Compliance Certificate

Submission to: [videocontent@safaricom.co.ke](mailto:videocontent@safaricom.co.ke). All submissions should include the following:

- Contact Person Name
- Contact Person phone number

Deadline: Submissions are open until 13<sup>th</sup> June 2025

### **TIMELINES:**

ACTIVITY	TIMELINE
Industry Call out	23 <sup>rd</sup> May
Submission of proposals	13 <sup>th</sup> June
Review and Shortlisting	16 <sup>th</sup> June to 4 <sup>th</sup> July
Pitching & Presentations:	7 <sup>th</sup> July to 25 <sup>th</sup> July
Final selection and Award	30 <sup>th</sup> July

We are excited to support the next wave of creative talent in Kenya's theatre scene.

Don't miss out on this opportunity to bring your ideas to life on stage!

