

**Department of State – U.S. Consulate General in Ho Chi Minh City
Notice of Funding Opportunity**

Program Office: The American Center in Ho Chi Minh City,
Public Affairs Section

Funding Opportunity Title: American Center – eSports/Video Games Program

Announcement Type: Grant, Individual Grant or Cooperative Agreement

Funding Opportunity Number: **SVM700-21-PAS-011**

Award Amount: \$1,000 – \$15,000

Deadline for Applications: August 1, 2021, 11:59PM (Vietnam time)

CFDA Number: 19.441 – ECE – American Spaces

CONTACT INFORMATION

For assistance with the requirements of this solicitation, contact HCMCGrants@state.gov

SUMMARY

This document contains detailed instructions and information about the Proposal process. Please read it carefully.

All applicants must submit proposals via email to HCMCGrants@state.gov. Activities will **only** be funded at the [American Center in Ho Chi Minh City](#), Vietnam. We will generally consider proposals below \$15,000. Proposals over \$15,000 will only be considered with a cost share and on a case-by-case basis.

Mandatory application package for ORGANIZATION applicants:

1. Application form: SF424 (for Organizations): <https://vn.usembassy.gov/sf424>
2. Budget information form: SF424A: <https://vn.usembassy.gov/sf424a>
3. Detailed budget narrative spreadsheet (using Consulate General Ho Chi Minh City templates): https://vn.usembassy.gov/budget_narrative.
4. Grant proposal form: <https://vn.usembassy.gov/proposal>
5. Any other attachments where applicable (e.g. CV, official permission letter etc.)
6. A DUNS number and NCAGE/CAGE code
7. Proof of active SAM registration.

Registration/Renewal for DUNS, NCAGE/CAGE, and SAM can take up to four weeks. Please plan accordingly (See detailed instructions below).

Mandatory application package for INDIVIDUAL applicants:

1. Application form: SF424I (for Individuals): <https://vn.usembassy.gov/sf424i>
2. Budget information form: SF424A: <https://vn.usembassy.gov/sf424a>
3. Detailed budget narrative (using Consulate General Ho Chi Minh City templates): https://vn.usembassy.gov/budget_narrative.
4. Grant proposal form: <https://vn.usembassy.gov/proposal>
5. Any other attachments where applicable (e.g. CV, official permission letter etc.)

Due to the volume of applicants and inquiries, we do not accept requests for meetings or phone calls prior to application

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A. PROGRAM DESCRIPTION

The U.S. Consulate General Ho Chi Minh City's Public Affairs Section (PAS) is pleased to announce available funding for the American Center Ho Chi Minh City's eSports/Video Games programs. All projects must take place during the regular office hours of the [American Center](#) from 8:30 a.m. to 5:00 p.m., Monday to Friday. The American Center is NOT open during weekends and [U.S. and Vietnamese holidays](#).

Through this funding opportunity, the U.S. Consulate General aims to provide American Center's patrons opportunities to experience esports and video games to develop STEAM-based skills and social emotional attributes such as communication, collaboration, and program-solving abilities.

Proposals that focus on one or more but not limited to these categories below and target audiences specified below will receive funding. We will not consider funding proposals for students under age 15:

- Gaming Club: courses or workshops aimed at students to organize regular educational activities and eSports exchange programs with professional gamers.
- Series of workshops and game jams (contest/competition/tournament) to support development of games for social impact, encourage strong civil society institution and critical thinking skills through Ed Tech and Serious Games development (coding, 2D – 3D game design, Unity, AR/VR game development).
- English Club for Gamers: courses or workshops to encourage English language learning for students who are game enthusiasts, learning English through playing videos games.
- eSports Community: provide a safe and academic environment for gamers and game developers. Applicant may consider implementing curriculum available from the [North American Scholastic eSports Federation](#). Participants can play games together with club members, learning about the eSports industry, eSports careers, or mentorship in STEAM field and gaming business.
- Diverse and Inclusive Gaming: workshops or seminars aimed at students and young professionals who are interested in studying video game arts and sciences to break down gender barriers, and/or raise awareness about LGBTQI+ and other underrepresented groups.
- Women in Gaming: workshops or seminars aimed at female students and professionals to increase the visibility of women in STEAM careers and the eSports industry, creating a safe environment to develop skills for the field.

Available Technology at the American Center: If additional technology is required for your club, please specify in the proposal. The American Center will retain any technology purchased for the use of the club. Proposals over \$15,000 may be considered if the overages are for technology costs only.

- Touchscreens
- Smart TVs

- DVD players
- Wi-Fi
- 3D printers
- Laptops, iMacs, iPads
- Video Lab
- Microphones
- Cameras, including DSLR
- Basic sound systems
- Studio lighting
- Basic coding kits (Arduino, Raspberry PI 3, Sphero)
- Lego Mindstorms
- Virtual Reality Oculus Rift
- Google Expeditions Student VR Kit

Criteria used for evaluating the proposals are as follows:

- Design and implement the Esports/Video Games Program at the [American Center in Ho Chi Minh City](#) during its operation hours or via online classes if in-person classes are not feasible due to health and safety concerns related to COVID-19.
- Available classroom sizes can accommodate up to 24 students or up to 48 students for in site programs and no limit on online programs.
- Competitive proposals will have two to four contact hours per week, for a minimum of 48 hours in total.
- Duration should be a minimum of six months and a maximum of one year.
- Grantee is responsible for student recruitment.
- The language of instruction is preferably English, but Vietnamese may be used in some instances. The final presentation or capstone project must be in English.
- The proposal must include detailed information about project members and instructor(s), including CV, resume and other relevant professional experience.
- The instructors of the class should be trained teachers or working professionals.
- The grantee is responsible for obtaining visas and any other legal documents required by the Government of Vietnam for staff to work in the country.
- Budget in the proposal must include:
 - Cost of teaching and learning materials
 - Cost of U.S.-based alternative e-learning platform
 - Salary of teachers
 - Marketing and recruiting costs
 - Field trips
- The proposal must also include marketing strategies, syllabus, and plan of course monitoring and evaluation.
- Provide post-course feedback on the students' performance.

Activities and expenses that are generally not funded include, but are not limited to:

- the purchase or long-term lease of space or buildings in support of program activities;
- personal business support;
- construction projects;
- individual travel to conferences;
- scholarships to support educational opportunities or study for individuals;

- funding ongoing projects, which would otherwise be funded through other means;
- financial support for fundraising or fund development projects;
- projects that are inherently political in nature or that contain the appearance of partisanship/support to an individual or single party in electoral campaigns;
- political party and lobbying activities;
- projects that support specific religious activities;
- cash prizes for competitions;
- networking events;
- business-class travel;
- development projects without a clear public diplomacy component
- translations;
- alcoholic beverages.

Target Audience:

The target audience for successful projects is high school and college students ages 15 – 25.

Priority Region:

Only activities implemented/conducted at the American Center in Ho Chi Minh city, Vietnam will be funded.

Length of performance period

Duration should be a minimum of six months and a maximum of one year. Successful projects will be eligible for renewal.

The Public Affairs Section will entertain applications for continuation grants funded under these awards on a non-competitive basis, subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

Award Amount

Award Amount will vary between \$1,000 and \$15,000. Proposals over \$15,000 will be considered only with a cost share and on a case-by-case basis. Proposals which include a cost share are strongly encouraged and have a higher likelihood of being funded. The Public Affairs Section of the U.S. Consulate General in Ho Chi Minh City reserves the right to award less or more than the amount of funds described in the absence of worthy applications or under such other circumstances as they may deem to be in the best interest of the U.S. government.

A. B. ELIGIBILITY ENTITY

Submissions are encouraged from **U.S. and Vietnamese** entities with relevant programming and/or teaching experience. This experience should be documented in the proposal. Eligible entities include:

- not-for-profit, civil society/non-governmental organizations
- universities; non-profit educational institutions
- individuals

For-profit entities are not allowed to apply. Previous federal award recipients who are not/were not in compliance with the terms of their financial and program reporting requirements are ineligible to apply. It is the applicant's responsibility to ensure they are in compliance with all applicable terms, conditions, and Office of Management and Budget guidance and requirements. Those organizations found to be in non-compliance may be found ineligible for funding or designated high risk if selected for funding.

C. APPLICATION AND SUBMISSION INFORMATION

1. Application Deadline

Applications may be submitted for consideration at any time before the closing date of this opportunity; however, all submission must be received by **August 1, 2021, 11:59 p.m. (Vietnam time)**. For the purposes of determining if an award is submitted on time, officials will utilize the time-stamp provided by email. **NO EXCEPTIONS WILL BE MADE FOR LATE SUBMISSIONS.**

It is the responsibility of the applicant to ensure that an application has been received in its entirety. U.S. Consulate General Ho Chi Minh City bears no responsibility for applications not received before the due date or for data errors resulting from transmission.

2. Content of Application

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be deemed ineligible and will not be reviewed.

Please ensure:

1. The proposal clearly addresses the goals and objectives of this funding opportunity;
2. All documents are in English;
3. All budgets are in U.S. dollars
4. All pages are numbered;
5. All documents are formatted to 8 ½ x 11 paper;
6. All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

a. Mandatory forms:

- Organization applicants: SF424 (Application for Federal Assistance - Organizations) at <https://vn.usembassy.gov/sf424>

OR

- Individual applicants: SF424I (Application for Federal Assistance - Individuals) at <https://vn.usembassy.gov/sf424i>
- SF424A (Budget Information for Non-Construction programs) at <https://vn.usembassy.gov/sf424a>

b. Budget Justification and Narrative

- After filling out the SF-424A above (Budget Information for Non-Construction programs), use a separate sheet to describe each of the budget expenses in detail at https://vn.usembassy.gov/budget_narrative
- See section *F. Other Information: 1. Guidelines for Budget Submissions* below for further information.

c. Proposal

Our suggested proposal form can be found on our website: <https://vn.usembassy.gov/proposal>.

You may use your own proposal format, but it must include all the items below.

- **Summary page:** include the applicant name and organization, project title, project period proposed start and end date, and brief purpose of the project.
- **Introduction to Organizational or Individual and the Capacity:** a description that shows ability to carry out the project, including information on all previous grants from the U.S. Consulate and/or U.S. government agencies.
- **Project Justification/Needs Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed project is needed
- **Project Goals, Objectives:** The “goals” describe what the project is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals, as well as the sustainability and impact of the project. These should be achievable and measurable.
- **Project Activities:** Describe the project activities and how they will help achieve the objectives, including a clear public outreach component.
- **Implementation Timeline:** The proposed timeline for the project activities. Include the dates, times, and locations of planned activities and events.
- **Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the project. What proportion of their time will be used in support of this project?
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.

d. Attachments where applicable

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner

3. Required Registrations

All ORGANIZATIONS applying for grants (*except individuals*) must obtain these registrations. **All are free of charge:**

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number¹ and apply for an NCAGE/CAGE number (this can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE/CAGE application²: Application page here (but need to click magnifying glass and then scroll down to click new registration)
<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Step 2: After receiving the DUNS and NCAGE/CAGE code, proceed to register or renew in System for Award Management (SAM). You must have a DUNS number and NCAGE/CAGE code before proceeding to this step. SAM registration must be renewed annually.

SAM Account	Create SAM Individual User Account at www.SAM.gov
SAM Registration³	Log in the account and select “Register New Entity”

Please note: Only DUNS, NCAGE/CAGE, and SAM can assist with technical questions or problems applicants may experience during the registration process.

4. Submission information:

Submit your complete package to HCMCGrants@state.gov.

- DO NOT WinZar or WinZip your application otherwise it may not be reviewed.
- DO include “**Application for SVM700-21-PAS-011_ Esports/Video Games Program**” in the subject of your email.

¹ For DUNS support: <http://support.dnb.com/>

² Instructions: <https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423. For NCAGE help from outside the U.S., call 1-269-961-7766. Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

³ Quick Guide is available at https://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf. For support on SAM, please access <https://fisd.gov/>

A formal decision on your proposal will normally be made within 60 days but may take longer. Once a decision is made to fund your proposal, and all documentation is complete we will begin the process of funding.

D. REVIEW AND SELECTION PROCESS

Each technically eligible application submitted under this announcement will be evaluated and rated by a panel on the basis of the criteria detailed below. Each organization/individual can submit more than one proposal.

- 1. Quality and Feasibility of the Program Idea** – The program idea should be well developed, with sufficient detail about how project activities will be strategically carried out. The proposals should demonstrate originality and outline clear, achievable objectives. The proposal includes a reasonable implementation timeline. The project scope is appropriate and clearly defined.
- 2. Project Justification and Support of U.S. Public Diplomacy Priorities** – The project is likely to provide maximum impact in furthering the broader U.S. Public Diplomacy policy objectives. The project addresses one or more of the priority program objectives, target audiences, and geographic area identified in the solicitation. The proposal contains a compelling justification, demonstrating an in-depth understanding of the environment and citing specific factors creating/influencing the need for the proposed project.
- 3. Organization’s Record and Capacity** – The organization has expertise in the subject area and demonstrates the ability to perform the proposed activities. The organization demonstrates capacity for successful planning and responsible fiscal management. Applicants who have received grant funds previously have been compliant with applicable rules and regulations. Where partners are described, the applicant details each partner’s respective role and provides curriculum vitae (CVs) for persons responsible for the project and financial administration. Proposed personnel, institutional resources and partners are adequate and appropriate.
- 4. Cost-Effectiveness** - The budget and narrative justification are sufficiently detailed and linked. Projects with budgets that do not match the program narrative, and vice versa, are unlikely to be successful. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities. The results and proposed outcomes justify the total cost of the project. Budget items are reasonable, allowable, and allocable.
- 5. Monitoring and Evaluation** - Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward Public Affairs Section goals. Projects should demonstrate the capacity for engaging in outcome-based evaluations and identify proscribed outputs and outcomes to measure how program activities will achieve the program’s strategic objectives. The Monitoring and Evaluation (M&E) Plan should include output- and outcome-based indicators, baseline and target for each indicator, disaggregation if applicable, monitoring and evaluation tools, data source, and frequency of monitoring and evaluation.

6. **Sustainability and Impact** - Proposals should clearly delineate how elements of their program will have a multiplier effect and be sustainable beyond the life of the grant. A good multiplier effect may include but is not limited to, plans to build lasting networks for direct and indirect beneficiaries, follow-on training and mentoring, and continued use of project deliverables. A strong sustainability plan may include demonstrating capacity-building results, a plan to generate revenue, or interest and support from the private sector. Proposed impact should be clearly outlined and coincide with public diplomacy goals.

E. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The successful applicant will be notified via email that its proposal has been selected to move forward in the review process; this email IS NOT an authorization to begin performance. The notice of Federal award signed by the Grants Officer (or equivalent) is the authorizing document. It shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the Government Official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the Recipient through email transmission. The recipient may only incur obligations against the award beginning on the start date outlined in the DS-1909/DS-1909i award document that has been signed by the Grants Officer. Organizations whose applications will not be funded will also be notified via email, usually within 60 days, but may take longer. Decisions on funding are non-reviewable, nor subject to appeal.

2. Policy requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

- **Department of State Standard Terms and Conditions**, available at <https://www.state.gov/wp-content/uploads/2020/10/U.S.-Department-of-State-Standard-Terms-and-Conditions-10-21-2020-508.pdf>
- All applicants must adhere to the regulations found in [2 CFR 200, 2 CFR 600 Uniform Administrative Requirements, Costs Principles, and Audit Requirements for Federal Awards](#).
- **Branding Requirements:** As a condition of receipt of a grant award, all materials produced pursuant to the award, including training materials, materials for recipients or materials to communicate or promote with foreign audiences a program, event, project, or some other activity under an agreement, including but not limited to invitations to events, press materials, and backdrops, podium signs, etc. must be marked appropriately with the standard, rectangular U.S. flag and American Center logo in a size and prominence equal to (or greater than) any other logo or identity.

3. Reporting Requirements

Recipients are required to submit quarterly (calendar year) program progress and financial reports electronically throughout the project period. Final certified programmatic and financial reports are due 60 days after the close of the project period.

First Quarter (January 1 – March 31): Report due by March 31

Second Quarter (April 1 – June 30): Report due by June 30

Third Quarter (July 1 – September 30): Report due by September 30

Fourth Quarter (October 1 – December 31): Report due by December 31

Awardees that are deemed to be high risk may be required to submit more extensive and frequent reports until their high risk designation has been removed.

The Awardee must also provide the Consulate on an annual basis an inventory of all the U.S. government provided equipment using the SF428 form.

Failure to comply with the reporting requirement may result in a loss of funds, and will adversely affect your ability to successfully apply for future grants.

F. OTHER INFORMATION

1. Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project, and the percentage of their time that will be spent on the project.

Travel: Estimate the costs of travel and per diem for this project, for both program staff, consultants or speakers, and participants/beneficiaries. If the project involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the project, which has a useful life of more than one year (or a life longer than the duration of the project), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the project. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the project activities.

Other Direct Costs: Describe other costs directly associated with the project, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the project activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“**Cost Sharing**” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.

2. Disclaimers

The Federal government is not obligated to make any Federal award as a result of the announcement. Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received. The U.S. government also reserves the right to make an award in excess of the award ceiling.

If a proposal is funded, the Department of State has no obligation to provide any additional future funding in connection with the award. Renewal of an award to increase funding or extend the period of performance is at the total discretion of the Department of State.

This NOFO is subject to funds availability. Awards may be granted only if appropriated funds are allocated to the United States Consulate General by Department of State central budget authorities.

3. Copyrights and Proprietary Information

If any of the information contained in your application is proprietary, please note in the footer of the appropriate pages that the information is Confidential – Proprietary. Applicants should also note what parts of the application, program, concept, etc. are covered by copyright(s), trademark(s), or any other intellectual property rights and provide copies of the relevant documentation to support these copyrights.