



REQUEST FOR PROPOSALS (RFP)

Subtitling Services

This procurement is being conducted as an **in-kind or quid pro quo exchange** of benefits between the Globalization and Localization Association (GALA) and the Contractor. Compensation by GALA may include membership, sponsorship, exhibit, and/or other visibility elements to be mutually determined by the parties.

Purpose & Background

GALA is committed to delivering high quality content and a fantastic member experience. Additionally, GALA believes that language is a key component of accessibility and inclusion. GALA's audience is global, and while English language proficiency is high among GALA members, some users have indicated that English subtitles would be helpful.

Scope of Work

Over the course of the year, subtitling for approximately 20 webinars (avg. 40 min), 15 special interest group meetings (avg. 20 min), and 9 GALA Academy recordings (avg. 60 min).

Proposals *may include* closed captioning, transcription into text-based files, and subtitling in other languages but they *must include* subtitling in English.

The contractor shall:

- Provide subtitling in English of GALA's recorded video content (MP4 files).
- (Optionally) provide transcriptions as well as subtitling into additional languages at the contractor's discretion.
- Coordinate with GALA's point of contact (Content Strategist) for all project initiations, management, and completion.
- Provide instructions and/or training for GALA's point of contact on project processes and workflows.
- Submit a quarterly accounting of resources for GALA's projects.

Minimum Requirements

- Contractor must have an active GALA membership before submitting a proposal.
- Contractor must provide GALA's Content Strategist with access to their platform for review and post-editing.

Contract Type

- Quid pro quo – an exchange of benefits for services to be mutually agreed upon.

Contract Term

- One calendar year (2026)

Form of Response

Proposals must be in writing.

- Part 1: technical proposals must include a written response to the Scope of Work that demonstrates the work plan, services offered, capabilities, and experience in providing the required services.
 - a. Two sample subtitled videos **OR** please request a two-minute video from GALA's archives and we will gladly provide it for trial use
 - b. Standard turnaround time for described services
 - c. Description of contractor's quality assurance process including how to resolve errors
- Part 2: requested benefits (i.e., price proposal) which may include GALA membership, sponsorship, exhibit, and visibility elements (see [Visibility Kit](#) for options).

Proposal Closing Date

- 02 January 2026, by midnight Pacific Standard Time
- To content@gala-global.org and aferch@gala-global.org

Award Determination

The contract resulting from this RFP will be awarded to the offeror whose proposal is determined to be the most advantageous to GALA and its members, based on the criteria listed below.

- Services offered
- Benefits requested and mutual acceptance of barter terms (this will be a collaborative process)
- Turnaround time
- Ease of use for end-users (aka Content Strategist)

Questions

Allison Ferch, Executive Director, aferch@gala-global.org