

Request for Proposals - Video Production

Issue Date: March 4, 2019

Written Questions Due: Monday, March 11, 2019 by 5:00pm

Proposals Due: Friday, March 22, 2019 by 2:00pm

Notification: By March 27th, 2019

E-mail questions and all proposal materials to Gerry Miller at gerry.miller@interiorhealth.ca, or deliver to: Gerry Miller C/O RIH Foundation, 311 Columbia St., 2nd Floor, Kamloops, BC, V2C2T1.

Project Summary

The Royal Inland Hospital Foundation, is interested in developing a unique and distinct 3-minute marketing video to support an annual fundraising goal of one million dollars for ongoing needs at Royal Inland Hospital such as; equipment, education and research. This marketing video will be launched at our annual Royal Affair charity gala event on June 22nd, 2019 and will be used throughout the year on social media, TV advertising (in hospital), our website and at other events as required.

Project Description

The selected vendor will perform all necessary videography, audio, and editing work to completion. The total cost of the project shall not exceed \$5,000, but competitive pricing will be a contributing factor in the selection of a vendor. (see selection criteria below)

The scope of work shall include the following items:

- Development of a project plan including: pre-production timeline, a conceptualization meeting with staff and representatives of RIH Foundation
- The RIH Foundation will work with the vendor to develop the script and to develop the conceptual framework for how the video will interact with the script
- The video will include music, creative graphics, voice over and captioning
- The video producer shall produce all elements of the video, which may include, but are not limited to: voicing, lighting, graphics, animation, editing, coding, and music
- The video producer will be required to secure its own production facilities and equipment, but RIH Foundation staff may be able to assist with recommending or securing filming locations
- The vendor will allow for up to 2 rounds of revisions on rough drafts of the product from RIH Foundation staff and/or representatives

Previously captured video footage in vendor library may be used as long as the vendor has all necessary rights and permission to use the footage. The vendor must acquire all necessary rights and permissions to use video or audio clips. RIH Foundation staff can assist with getting desired permissions from local business owners to use video taken on their property. The video should be in a format and in appropriate high-definition quality as to present well in a variety of locations, including the RIH Foundations website, YouTube, Facebook, and other social media. At the conclusion of the project, the video shall become the property of the RIH Foundation and the Foundation will use the video as it sees fit.

The project will begin upon signing of an agreement. Production time-line, allowing time for input and approvals will be finalized by the supplier and mutually agreed upon at the start of the project. The final finished video will be due no later than June 14, 2019.

Proposal Requirements:

Proposals must include:

1. Introduction summarizing your company's background, resources, and relevant experience
2. A statement regarding the proposed vision for the video (i.e. broad concepts on what the final product may look like)
3. Proposed work plan and schedule for the project, including project stages, milestones and payments
4. Proposed budget for the project. The proposed budget should include any fees for professional services, hours, and administrative services
5. Examples and samples of past projects, preferably of a similar size and scope
6. References from past projects, preferably matching those projects used as examples in #2 above
7. Identify the company's point of contact, including name, title, phone, and e-mail address
8. And should be limited to 4 pages not including cover page or table of contents

Selection Criteria

Proposals received will be evaluated on the following selection criteria:

- Demonstrated experience in creative video development, production and post-production for diverse audiences
- Understanding of the purpose and the scope of this video project
- Original and creative approach
- Expected time-line for project completion
- Competitive pricing
- Demonstrated experience producing videos