



## Video Production Request for Proposal

Rotary District 5650 is seeking proposals for production of videos which will help us build our brand and recruit new members.

### Organization Overview

Rotary District 5650 is made up of 39 Rotary clubs in eastern Nebraska and western Iowa. Rotary is an international organization made up of 1.2 million neighbors, friends, and community leaders who come together to create positive, lasting change in our communities and around the world. For more information, please visit [rotarydistrict5650.org](http://rotarydistrict5650.org).

### Video Specifications

This project is four (4) video stories focused on individual members plus one (1) Montage piece that are interview driven with accompanying b-roll. Each story is to have:

1. One Feature piece which is approximately two minutes long.
2. Two Highlight pieces which are exactly 30 seconds long.
3. Four to six Moment pieces which are exactly 15 seconds long and formatted for vertical video.

Some of the Highlight and Moment pieces should include content not included in the Feature piece. All video content captured during the production process is to be provided. The Montage piece should feature footage from each story and be approximately two minutes long.

### Production Logistics

The chosen producer will receive logistical support from our Public Image Chair including the selection of interview subjects, b-roll ideas, and interview questions. The roll of the producer will be to shoot and edit the requested videos. Anticipated production will include approximately six days, some of which may be broken into half day shoots. Post-production considerations should include two rounds of revisions per story, and simple lower third title and other animations.

### Timeline

- RFP release date: August 3, 2021
  - Response deadline: August, 20, 2021
  - Vendor selection: August, 23-27, 2021
  - Production filming starts: August 30, 2021
  - Video story #1 due: September 24, 2021
  - Video story #2 due: October 22, 2021
  - Video story #3 due: November 19, 2021
  - Video story #4 due: December 17, 2021
- Early delivery of video stories is preferred if possible.

### Proposal Method

Your proposal should include:

- Name, address, email, and phone number.
- Description of video and audio equipment and video resolutions that will be used in production.
- 3-5 relevant video portfolio examples which include interviews coupled with b-roll.
- General overview of your production process from beginning to end.
- Tell us why we should select you for this project.
- Total project cost including taxes and all expenses. Our currently approved budget is \$3000, but may be will adjusted if this is insufficient.

Submit your proposal to Rotary District 5650 Governor Carol Horner via email at [DGCarol5650@gmail.com](mailto:DGCarol5650@gmail.com). Make sure you receive a response that your submission has been received. Thank you!