



Pacific NorthWest Economic Region

Request for Proposal (RFP)

Video production development for creation of video testimonials - elevator pitch training for RISE-WA Cohort Companies in Washington State

Introduction

Pacific NorthWest Economic Region (PNWER) is leading a project focused on underserved rural communities. PNWER is assisting rural Small, Women, and Black, Indigenous, People of Color-owned businesses (S/W/BIPOC) in Washington State. Through this project, PNWER has facilitated new business relationships between technical assistance solution providers and small under-resourced businesses to provide direct financial support, mentorship, and industry expertise. The purpose of the program is to accelerate post-pandemic recovery in these under-resourced businesses and communities and provide needed guidance and services to help them expand and grow their businesses. Connecting S/W/BIPOC businesses with technology and technical assistance providers based on their needs will help to increase revenue and jobs for participating small businesses and increase tax revenue in rural areas.

Project Overview

We are seeking a videographer or video production team that can produce a series of testimonial videos to share with stakeholders and showcase cohort companies in the RISE-WA program. These videos will feature cohort members sharing their positive experiences with the program. The objective is to create compelling, authentic, and engaging content that resonates with our project sponsor and broader PNWER audience.

Project Scope

The project will include the following tasks:

- Develop and create a 2-5 minute video featuring at least five cohort companies that are participating in the RISE-WA SBIF grant program. Production of four (4) testimonial videos, each approximately 1-2 minutes in duration.
- The video must show background about the cohort companies and testimonials of services received through the RISE-WA SBIF grant program.
- Impacts that program has had on the individual companies and as well as the community.

- Create High-quality video, audio, and B-roll footage that adheres to industry standards for sharing on social media platforms (e.g., Facebook, Instagram, YouTube) and our official website.
- Travel cost will be the responsibility of the winning proposal. In-person video capture is required, involving travel to various locations in Washington State to film our cohort company's testimonials.

PNWER has developed an accelerator program for rural S/W/BIPOC businesses. Successful applicants will be interviewed and scored to assess their particular needs and seek a match.

Technical Requirements:

1. High-resolution video recording equipment with 4K capabilities.
2. Professional-grade audio recording equipment to capture clear and crisp sound.
3. Adequate lighting and expertise in capturing B-roll footage that enhances the overall storytelling.

Timeline: The project should be completed within twelve (12) weeks from the contract's start date. Timely execution is crucial to align with our program timeline.

Budget: Our budget for this project is not to exceed \$10,000, including all pre-production, production, and post-production expenses. We are seeking a cost-effective proposal without compromising the quality of the final deliverables. Funds will be provided on delivery of the final product approved by PNWER. Any timeline delay without pre-approval will nullify the contract. All cost overruns will be the responsibility of the selected company.

Proposal Submission: Please submit your detailed proposal by Thursday, August 24, 2023. The proposal should include the following:

Qualifications Submission Information:

- 1. Introductory letter describing your relevant experience and overview of qualifications interfacing with the groups listed above. Provide past related project examples, and outcomes that could be leveraged. (one page max, standard format 8.5x11 with 1 inch margins)**
- 2. A breakdown of the services you will provide, including pre-production planning, travel costs, on-site shooting, editing, and revisions. (one page max)**
- 3. Resumes or extended Curriculum Vitae (no page limit)**
- 4. A clear and itemized pricing structure that fits within our budget constraints.**

5. A minimum of 3 references from past projects (1 page max)

Selection Process: Upon receiving the proposals, our team will carefully evaluate each submission based on the specified criteria. Shortlisted candidates may be invited for a virtual or in-person meeting to further discuss the proposal and clarify any questions.

Please direct any inquiries and submit your proposal to Steve.Myers@pnwer.org. We look forward to receiving your comprehensive proposal and collaborating on this exciting video production project.

Scoring

Bids will be scored on a low/medium/high rating. The bids will be selected on the following criteria:

- Strength of proposal
- Ability to perform and complete the project in the set timeline
- Cost and budget considerations

Deadline

Submissions will be accepted until **August 24 at 11:59 p.m. Pacific Time**. Submissions will only be accepted by email. Late submissions will not be accepted. Please send proposals by email to Steve Myers, Senior Program Manager at Steve.Myers@pnwer.org.

Questions should be submitted by **August 16** in writing to Steve Myers, Senior Program Manager at Steve.Myers@pnwer.org. All interested consultants may obtain a copy of the questions and responses by submitting a written request by email.

PNWER is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.