



## **REQUEST FOR PROPOSALS**

### **VISUAL PRODUCTION SERVICES**

for Greater Charlottetown Area Chamber of Commerce

Date Issued: September 22, 2021

Submission Deadline: 4:00 PM, Wednesday, October 6, 2021

## **About The Greater Charlottetown Area Chamber of Commerce**

The Greater Charlottetown Area Chamber of Commerce (“the Chamber”) is a non-partisan, not-for-profit membership-based organization. We are proud to be Prince Edward Island’s largest business advocacy organization committed to supporting and connecting our business members.

Today, our diverse network of businesses represents almost every industry sector and business profession. With more than 1,000 business members, and their more than 20,000+ employees, our united voice draws attention to local business needs.

The President’s Excellence Awards (“the Awards”) is the Chamber’s biggest night of the year. During this inspiring night of celebration, we recognize our local entrepreneurs and their successes, innovations, community contributions, and overall business achievement in ten award categories. Over 500 attendees attend this esteemed dinner and awards ceremony each year.

### **PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS**

#### **1.1 Invitation to Member Proponent**

This Request for Proposals (the “RFP”) is an invitation by the Greater Charlottetown Area Chamber of Commerce to a member proponent to submit proposals for the provision of visual production services needed for the 2022 President’s Excellence Awards. This includes pre-production concept development, production and coordination, and post-production audio/video services, as further described in the RFP Particulars.

The successful member vendor will work with the Chamber in developing the overall visual production direction for the Chamber’s 2022 President’s Excellence Awards, including scripting and creating promotional videos for use on social media that showcase each category and the finalists within the categories, as well as a video montage of the evening for use in promoting the event in upcoming years. The successful member vendor will also script and develop videos for the night-of to introduce each category as they are being presented and finalists within these categories. The work requires regular contact with the Chamber staff and communications and time management to ensure delivery.

#### **1.2 RFP Contact**

For the purposes of this procurement process, all correspondence including requests for additional information or clarification are to be addressed to the RFP Contact:

Tania Crouse Hardy, Events and Sponsorship Manager  
[tchardy@charlottetownchamber.com](mailto:tchardy@charlottetownchamber.com)

Proponents and their representatives are not permitted to contact any employees, board members or other representatives of the Chamber other than the RFP Contact concerning this RFP. Any request for clarification and inquiries with respect to this RFP must be submitted in writing via email one week prior to the RFP submission deadline.

Failure to adhere to this rule may result in disqualification of the proponent and the rejection of the proponent's proposal.

### **1.3 Type of Contract for Deliverables**

The selected proponent will be required to enter into an agreement with the Chamber for the provision of the services outlined. The initial term of the agreement will be for a period of one year, with option to renew for an additional two years subject to annual review. The Chamber welcomes proposals from and will only enter into an agreement with Chamber members in good standing.

### **1.4 RFP Timetable**

Issue Date of RFP	September 22, 2021
Register Interest in RFP	Anytime prior to the Submission Deadline
Deadline for Questions	September 29, 2021
Submission Deadline	October 6, 2021
Shortlist of proponents	October 14, 2021
Presentation/Interview with shortlist of proponents (if required)	October 18, 2021
Anticipated Awarding of Contract	October 22, 2021

The RFP timetable is tentative only and may be changed by the Greater Charlottetown Area Chamber of Commerce at any time.

### **1.5 Registering Interest in RFP**

Proponents are kindly asked to register their interest in responding to the RFP prior to the submission deadline. This is to ensure that GCACC can track expected proposals and correspond with proponents on any amendments or updates to the RFP.

### **1.6 Submission of Proposals**

Proposals must be submitted electronically by email in PDF form. In the interest of simplifying the RFP process, proponents are asked to limit their written response to a maximum of eight (8) pages excluding the cover.

Proponents may submit amendments to their proposal electronically up until the submission deadline. Any amendment received after the submission deadline will not be accepted.

## **Part 2 - RFP PARTICULARS**

The Chamber seeks to secure the services of a production agency to provide creative video services. These services include but are not limited to:

- Familiarize themselves with the President's Excellence Awards (held on January 26, 2022), the Chamber, and the business community that they serve
- Recommend strategies and practices for video production
- Develop a creative video concept for and produce ten (10) category introduction videos (2-3 minutes each) used the night of to introduce each category as they are being presented and the three (3) finalists within these categories.
- Write the video scripts for each finalist video project based on written information from finalist submission forms provided by the Chamber.
- Develop a creative video concept for and produce ten (10) Awards finalist videos to be used on social media to promote the three (3) finalists per category.
- Develop a creative concept for and produce a video montage of the 2022 Awards gala for use in promoting the event in upcoming years.
- If required, arrange, on behalf of the Chamber, for video and sound equipment rentals, props, music, talent, voiceovers, etc., as required by the Chamber in connection with the video production services.
- Provide quotes and manage to budget for any video production services completed.

## **PART 3 – EVALUATION OF PROPOSALS**

### **3.1 Mandatory Requirements**

The following are considered minimum mandatory requirements:

- The vendor must have and be able to demonstrate that they have video production experience with a focus on event promotions
- The vendor must have excellent communication and coordination skills with partners/stakeholders
- The vendor must have and be able to demonstrate experience working with clients to develop creative video concepts and executing them to completion

### 3.2 Evaluation Criteria

Vendor submissions, that have met the mandatory requirement, will be assessed on the following criteria

<b>Evaluation Criteria</b>	<b>Importance Index</b>
Vendor background and experience	30%
Vendor methodology and approach	40%
Vendor references and sample of work	20%
Financial Proposal (Cost)	10%

### PART 4 – PRICING FORM

Pricing Scope of Work: the following outlines some typical creative and production needs of GCACC for the annual membership campaign. This is not all encompassing. Please provide approximate costing, with creative fees and studio/production separate. Do not include any third-party costs related to the execution (e.g. photography, stock photos, talent, etc.). Please note that all creative and production is related to the 2022 President’s Excellence Awards (so working from one creative concept).

Please complete the below table (listing all that is involved with your production) and include it with your proposal. All fees should be exclusive of HST.

<b>FINALISTS &amp; CATEGORY</b>	<b>PRE-PRODUCTION</b>	<b>HOURLY/DAILY RATE</b>	<b>HOURS/DAYS</b>	<b>TOTAL</b>
<b>INTRO VIDEOS (10 x 2 -3 min videos)</b>				
	<b>PRODUCTION</b>			
	<b>POST-PRODUCTION</b>			
	<b>Sub-Total</b>			
	HST			
	<b>TOTAL</b>			

<b>FINALISTS PROMOTION VIDEOS FOR SOCIAL MEDIA</b>	<b>PRODUCTION</b>	<b>HOURLY/DAILY RATE</b>	<b>HOURS/DAYS</b>	<b>TOTAL</b>
	<b>Sub-Total</b>			
	HST			
	<b>TOTAL</b>			
<b>AWARDS PROMOTIONAL VIDEO</b>				
	<b>Sub-Total</b>			
	HST			
	<b>TOTAL</b>			
<b>IN-KIND SPONSORSHIP</b>	<b>Please describe any in-kind sponsorship and the value that your organization would propose.</b>			

**PART 5 – VENDOR RESPONSE**

Vendors must adhere to the format outlined below in response to this RFP. Responses should not exceed eight (8) pages, excluding appendices.

**5.1 Vendor Background and Experience** – Include company information, contact information, background, and vendor experience specifically related to production of event promotional videos.

**5.2 Methodology and Approach** – With the vendor’s knowledge of the President’s Excellence Awards, describe the creative approach the vendor’s company/services would take in developing the A) finalist promotion videos for social media, B) night-of category & finalist

introduction videos, C) video montage of the 2022 Awards gala, and what value this would bring to the President's Excellence Awards.

**5.3 Vendor References & Sample of Work** – Provide two references and a sample of work that best demonstrates the vendor's experience. A) Two references, including contact information. B) Sample of Work – Please provide a sample of work that best demonstrates experience in promotional video development and coordination.

**5.4 Financial Proposal** – Presented as full cost of the project (including HST) as outlined.

In-Kind Sponsorship – Please describe any in-kind sponsorship and the value that your organization would propose.

Thank you for your interest in this RFP. All vendors who submit a proposal will be informed of the outcome.