



Date: January 26, 2022
To: Prospective Vendor
From: Gabrielle Torina, Communications Specialist
Re: Request for Quotes: Annual Report Video Production

Region 1 Planning Council is requesting quotes for the design and production of an Annual Report video covering the 2021 reporting period. The report is published each year to highlight the work conducted by the agency. Quotes should be delivered electronically to gtorina@r1planning.org by 9:00 am, Thursday, February 3, 2022.

The **ideal vendor** will have experience in the following:

- Graphic design
- Production, editing, and publication
 - Experience with indoor and outdoor production; live moderation; music selection (licensing existing or original compositions); and is versed in lifestyle and aerial photography
- Storyboard creation
 - Outlining video selections and coordinating with R1 staff to develop message for relevant audience
- Weaving both narrative and visual formats in an appealing manner
- B-roll capture
 - Secondary cutaway footage to provide context and visual interest to tell the story

The requested **scope of work** will include:

- Production of an attractive, high-quality annual report video, in collaboration with R1 directors and project managers, lasting between 10-15 minutes
- The following elements:
 - Word from the Executive Director
 - Overview
 - Highlights of Programs, Projects, and Milestones
 - Noteworthy Grant Awards
- Securing - and delivery to R1 – licenses for the use of maps, diagrams, illustrations, and stock images to be used in the report

Responses should include:

- Vendor information (history, specializations, location)
- Work Samples (links to work product)
- Proposed product/service
- Project schedule or delivery (timeline)
- Pricing proposal (itemization, fee schedule)
- Sample purchase/service contract

The date of completion for this project is mid-March 2022.

As a reference, our 2020 Annual Report video is found at https://www.youtube.com/watch?v=zXLM_pU1TIY&t=68s.

Thank you for your time and consideration.

Gabrielle Torina