Request for Proposal
Professional Marketing Services
Geauga Park District

Introduction

Geauga Park District is making a Request for Proposal for professional video services for the production of a 7- to 10-minute video highlighting the benefits of Geauga Park District and promoting the Park District brand.

General Information

Proposals for video services will be accepted until 4 p.m. Monday, August 2, 2010, at Attention: Marketing Department RFP, Geauga Park District, 9160 Robinson Road, Chardon, Ohio 44024.

The Park District is not responsible for any cost incurred by prospective consultants prior to the project award and signing of a contract for the requested professional services.

The Park District reserves the right to award the total proposal, reject any or all proposals in whole or in part, and to waive any informalities if, in the Board's judgment, the Park District's best interest will be served.

The Park District will own all involved footage and the final product itself.

Background information about the Park District can be found at www.geaugaparkdistrict.org. Please direct questions to Sandy Klepach, communications specialist, at 440-286-9516 Ext. 1118 or sklepach@geaugaparkdistrict.org.

Specifications and Statement of Work

The selected production team will work with Geauga Park District's Marketing Department to coordinate all aspects of the video's production plan and schedule. Enclosed is the document "GPD Video Brainstorm," a guide to the parameters of the project for quoting purposes.

The scope of the contract will last from summer 2010 through spring 2011 to incorporate video footage featuring the Park District in all seasons. An estimated timeline follows:

- August 2010 – Compile list of interview prospects "from the decades" and invite them to participate
- July-November 2010 – Arrange on-camera interviews in various park settings
- July 2010-March 2011 – Videographer captures footage in the parks of wildlife, natural features and people using facilities, trails and programs in all seasons
- March/April 2011 – Selection and editing of footage to be used in final video
- May 2011 – Targeted completion
- June 2011-December 2012 and beyond – Distribution and presentation

Selection
Geauga Park District requests proposals from firms with a proven record in the areas of video production. Candidates will be selected based upon the quality of the proposal in meeting the project demands, schedule, price, and demonstrated comparable past performance. Selection will be based upon the judgment of the Board of Park Commissioners in obtaining services in the best interest of the Park District. To be selected, a firm must be able to comply with the general requirements for services and have demonstrated experience.

Proposed Format
Interested professionals should submit a proposal packet that includes the following:

- Letter of interest, providing specific details about your training, experience, knowledge, and abilities related to video production.
- Samples and/or descriptions of past projects.
- Three professional references from entities whose work is relevant to the scope of the project, and current contact information for each.
- Description of proposed scope of the project, time frame required, and related fees for each stage of the project.
- Proposed project budget and fee structure.
- Itemized costs to provide additional copies of the finished product.
- Other pertinent information you wish to provide.

Rejection of Submittals
Geauga Park District reserves the right to reject any and all submittals, and to discuss and negotiate with selected professional video services.

Consideration of Submittals
All proposals must be delivered before 4 p.m. Monday, August 2, 2010. All candidates will be informed of the selection by August 18, 2010.

Attention: Marketing Department RFP
Geauga Park District
9160 Robinson Road
Chardon, Ohio 44024-9148

Mission
The mission of Geauga Park District is to preserve, conserve and protect the natural features of Geauga County, and to provide the opportunity for people to enjoy and appreciate those resources.

Geauga Park District
2010 Video Notes

The proposed video should be timeless and convey a true sense of ownership to members of the community, a sense of why their Park District is useful to them.

It should be something we can take to meetings, feature at facilities and programs, post online and use to engage and nourish our ambassadors.

Style notes

- 7-10 minutes long
- Natural sounds
- Extended shots
- Little to no music or narration, or text graphics (beyond names)

Things to feature

- All seasons
- Candid shots of everyday people enjoying parks at their leisure
- Park District programs filmed from within, not from behind
- Some history, but more focus on the present
- Growth: from 5,000 acres to 9,000+ in past 10 years, better facilities, unique educational programs/testimonials from involved students

Testimonials

- Filmed in natural settings (no black curtain backdrops)
- Unscripted personal stories about what parks mean to those interviewed
- People from every decade: oldest supporters, volunteers, naturalists, students, etc.

Things to avoid

- Political testimonials
- Forcefulness, tackiness or fluffiness
- "The parks are important because…" – rather, "this is how the park affects us"
- Elements that will age the video beyond the 50th anniversary year