SOLICITATION OF QUOTES
Video Production and Marketing Campaign

The County of Surry, Virginia will accept quotes from interested vendors for video production and video marketing to support Surry County Tourism Initiatives until 5 p.m. on Friday, December 18, 2020. Responses will be received by mail at the Surry County Tourism Office, ATT: Ms. Pat Bernshausen, DMO, Tourism Coordinator, P. O. Box 65, Surry, VA. 23883. Quotes may also be submitted via e-mail (on or before deadline) to: pbernshausen@surrycountyva.gov.

Scope of Project

The Surry County Tourism Office is soliciting quotes from qualified vendors interested in providing video production and marketing services to further promote the mission of Surry County Tourism, a division of the Surry County Economic Development Department. Video production will focus on the representation of activities included in a road trip to Surry County, with filming scheduled in a maximum of nine (9) stakeholder locations in the county. Client requests production of one fifteen (15) second video and one thirty (30) second video. Marketing/Media Plan should include maximum exposure in media markets in Coastal, Central and Northern Virginia in Spring/Summer 2021, Fall 2021, and early Spring 2022.

Client/Vendor Responsibilities

Client will provide the following:
Initial tour of filming locations
Contact information for all filming locations
Logos and still images (as requested by vendor)
Script, creative input and suggestions
Additional information relative to target markets for media campaign

Vendor Responsibilities:
Video production plan, scheduling and models
Video editing, animation, music, voiceover talent
Marketing/Media plan with media buys
Campaign reporting

Project Timeline

January 2021	Contract Award
Jan/Feb 2021	Development of Production Plan and Media Plan
Spring 2021	Video Production
May/Jun 2021	Video Complete, Implementation of Media Plan
March 2022	Campaign Reporting

Budget:
Total budget for this project is $20,000.00.

Quotes should include:
Description of vendor company, including the number of employees, office locations, and relevant experience.
Detail of vendor's unique ability to deliver a quality video product (including references), and information regarding vendor marketing capabilities and infrastructure.
Detail regarding which, if any, parts of the project will be subcontracted to other entities.
Description of metrics to be used to measure the success of the marketing campaign along with reporting method and timing.
Itemized pricing for all elements and activities included in quote.
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Requests for additional information pertaining to this solicitation should be directed in writing to Ms. Pat Bernshausen via e-mail at pbernshausen@surrycountyva.gov.

Procurement of services by this solicitation shall be in accordance with the Virginia Public Procurement Act. Surry County reserves the right to request clarification of information and/or additional information from one or more submitting entities.

Submitting entities are prohibited from engaging in employment discrimination and must comply fully with the provisions of Section 2.2-4311 of the Code of Virginia (1950), as amended.

The right is reserved, as the best interest of Surry County may require, for revising or amending these specifications prior to the date set for receipt of proposals. That date may be delayed if deemed necessary by Surry County. Any revisions and/or amendments will be in the form of an addendum to this document.

Surry County reserves the right to reject any and all quotes, to waive any informality in proposals received, and to negotiate and to accept the quote which shall be in its best interest.