



## **REQUEST FOR PROPOSALS VIDEOGRAPHY**

STRIVE Prep is seeking a qualified individual(s)/entity to provide contract videography services ("Videographer" or "Contractor") as set forth in this Request for Proposals ("RFP"). The successful Videographer will have the demonstrated ability to shoot documentary style interviews, produce b-roll, manage and archive footage, and edit short form video content tailored for television, social and web-based audiences.

The term for this engagement is from the time an agreement is executed through July 31, 2020. The parties will review the contract services on a monthly basis and the agreement may be terminated at any time by either party.

**Proposals containing the information required by this RFP, in the format described below, must be submitted no later than 4:00 p.m. (MT) on September 23, 2019.** Proposals must cover all videography and related services described in this RFP. No quotes for partial services will be accepted. The responding individual(s)/entity must identify a main contact for the engagement who will be responsible for all logistics and services related to the engagement.

### **GENERAL BACKGROUND**

STRIVE Prep is a community of public charter schools in Denver, CO where every student is learning to change the world. Founded more than a decade ago on the belief that every child should have access to a high-quality education in their neighborhood, STRIVE Prep has expanded to nearly 3,800 students in 11 schools, spanning elementary, middle, and high school grade.

In general, the Videographer will be supporting STRIVE Prep's digital communications specialist by capturing video footage at 11 campuses and other designated events or sites. Footage will include, but not limited to: student, parent and staff interviews; sporting events; student clubs or other activities; classroom interactions; voiceovers; general b-roll; and other footage assigned by STRIVE Prep. The Videographer will provide STRIVE Prep with the complete organized and annotated footage from each shoot, and will be responsible for pulling selects that most closely align with the visual standards and shot list provided by STRIVE Prep. While editing proficiency is not a requirement for this position, please indicate if you are capable in this area, as you may be asked to cut small 1-3 minute videos and trailers from archived footage.



## **SCOPE OF SERVICES**

As requested by STRIVE Prep, the successful Videographer shall perform all Scope of Services ("Services") described in this section, and all obligations set forth in the contract, at the highest professional standards. The agreement will set forth a fixed hourly rate.

The Videographer will:

- Collaborate with STRIVE Prep's communications staff to identify and prioritize deliverable topics, storyboard content, scheduling and additional content sources;
- Use their own equipment, including DSLR HD/4k full frame camera, any lenses necessary to achieve documentary style footage required by the project, basic audio and camera stabilization equipment, a computer, and personal workspace as our office space will only be available for necessary collaborative editing;
- Provide STRIVE Prep with deliverables that include organized, formatted, and (for multi-cam and audio) synced, video footage in an agreed-upon format;
- Assist in staging and filming during STRIVE Prep producer led shoots and 2-camera interviews with staff, students and others who are available to STRIVE Prep to complete deliverables;
- Ensure deliverables are provided in accordance with a schedule approved by STRIVE Prep;
- Plan to spend about 25 - 40 hours a month, but not to exceed 40 hours per month;
- And complete all related and agreed upon tasks as directed by STRIVE Prep.

The ideal Videographer will have more than three (3) years of videographer experience working either on a team, under a director, or as a freelancer.

## **SUBMITTAL REQUIREMENTS**

Interested Contractors shall submit Proposals that clearly demonstrate their ability to provide the Services as outlined in this RFP. The Proposal should be a complete and detailed approach to providing all Services and any additional services that the Contractor proposes and address all information requested below. Only one



Proposal per Contractor should be submitted. The entire Proposal (excluding cover letter, resume, and addenda) may not exceed ten (6) pages.

The Proposals shall include the following information in the order listed below. Proposals that do not follow the formatting and content requirements of this RFP may be rejected at the sole discretion of STRIVE Prep

- A. **COVER LETTER AND RESUME.** Provide the Contractor's professional qualifications and experience in resume form. A cover letter succinctly explaining the Contractor's interest in providing the Services, introduce the Contractor and articulate why the Contractor is qualified to complete the Services. Information on recent, relevant or similar services should be included in the cover letter. The letter shall contain the name, address, email address and phone number of the person who will serve as the Contractor's principal contact with STRIVE Prep staff and shall identify individual(s) who will be working on the project.
- B. **METHOD.** Describe the Contractor's approach to the Services, including: how you will work collaboratively with STRIVE Prep to complete deliverables; Mirroring our producer's style and working closely together to reach our deliverables deadline is an important part of this job. Provide a sample production plan describing your ideal expectations (for both videographer and producer) and creative process for an assignment to obtain footage (b-roll and interviews) for a 2-3 minute video on a 30 day deadline. Provide information on the Contractor's current workload and ability to deliver the desired Services.
- C. **QUALIFICATIONS OF CONTRACTOR.** Contractor should have at least three years of experience as a videographer. Contractors should demonstrate experience with the required videography equipment, Adobe Premiere Pro and Audacity. Please provide a link to your professional reel, you may choose to provide your professional website in addition. Include at least two (2) references from past similar work. Provide proof of eligibility to work in the United States. The engagement of the Contract is contingent on the Contractor passing a criminal background check.
- D. **CONTRACT and FEE CONSIDERATION.** Include a draft contract outlining the services you will provide based off this RFP. STRIVE Prep is offering \$15 an hour to complete the Services and deliverables. STRIVE Prep estimates the Services and deliverables will require about 25 - 40 hours per month. STRIVE Prep will not pay for work in excess of, and the Contractor shall not exceed, 40 hours per month. A monthly stipend of \$50/month will be provided for transportation costs. Please include acceptance of this fee structure and/or provide a proposed alternative fee structure - i.e. project-based structure including payment plan.
- E. **ADDITIONAL INFORMATION.** The Contractor may list any additional information or data not requested as part of this RFP that the Contractor believes should be



considered in the evaluation of the Proposal provided the entire Proposal is no more than the identified page limit.

### **DEADLINES & SUBMITTAL**

Proposals shall be submitted via email to [crutledge@striveprep.org](mailto:crutledge@striveprep.org) and [jvirnstein@striveprep.org](mailto:jvirnstein@striveprep.org).

Subject line: RESPONSE TO VIDEOGRAPHER SERVICES

**Proposals must be received by STRIVE Prep no later than 4 p.m. (MST) on September 23, 2019.** Proposals submitted after the due date and time, may not be considered.

### **QUESTIONS**

Questions must be submitted in writing via email, no later than September 18, to:

Julia Virnstein, [jvirnstein@striveprep.org](mailto:jvirnstein@striveprep.org)

### **SELECTION PROCESS AND AWARD**

STRIVE Prep has the sole discretion on the selection and evaluation process and the decision to award, or not, any Proposal a contract for services. Decisions of STRIVE Prep are not subject to appeal. As needed, STRIVE Prep may request follow up in-person interviews or any additional information as determined by STRIVE Prep. Ideally, contractor work will begin in October.

### **ADDITIONAL TERMS AND CONDITIONS**

This RFP does not commit STRIVE Prep to award any contract or pay any costs incurred in the preparation of Proposals to this RFP. STRIVE Prep reserves the right to revise this RFP and the RFP selection process; to reject any and all Proposals; to waive technicalities, formalities and informalities in any Proposals to accept in whole or in part such Proposals where it is deemed advisable; to alter the Services, additional services and RFP documents until a contract is executed; and to make an award to the most responsive and responsible Contractor as deemed to be in the best interest, and sole decision, STRIVE Prep. STRIVE Prep may cancel this process without liability at any time prior to the execution of any agreement.

All Proposals shall become the property of STRIVE Prep and will not be returned.