

Request for Proposal

Promotional Video

This RFP is for the production of a promotional marketing video for the town of Windsor and will solicit proposals from qualified consultants to perform the necessary services.

Timeline (All dates are estimated targets)

RFP Sent: January 1, 2024

Responses Due: February 16, 2024

Send proposal and any questions on the RFP to: Bob Flint, SRDC Executive Director,
bobf@springfielddevelopment.org

Finalist Vendors Selected & Contacted: February 23, 2024

Chosen Vendor Selected & Contacted: March 1, 2024

Video Deliverables Due: May 31, 2024

Company Overview & Background

WIC is a non-profit economic development organization that works closely with Windsor Town Government and community resources. The goals and objectives of the Corporation are to improve the quality of life of the residents of the Town of Windsor, Vermont and surrounding area by revitalizing the town, redeveloping and improving the community's business and economic base, preserving and enhancing the community's environmental and historic resources, building a positive image for the community, and informing the public and involving them in such revitalization. WIC's goals are to:

- Provide assistance to new and expanding businesses and aid those seeking to relocate in the area.
- Promote revitalization of the designated downtown area.
- Promotion of the community to attract tourists and assist with relocation.

Video Objectives

- Attention grabbing and should entice people to visit and explore Windsor.
- The video should focus primarily on the downtown (possibly some interior of buildings to show art or dining experience) and outdoor recreation (golf course, pond, park, etc.).
- The video should (including but not limited to) enable the viewer to learn about:
 - Windsor's business friendly environment
 - Windsor's location and infrastructure (mini moo, Moover)

- Windsor's current and future growth (retail, commercial, industrial, residential)
- Windsor's quality of life (good schools, diversity, parks, fire)
- Windsor's past, present, and future
- Windsor's demographics (population, income, major employers, education, etc.)

Project Scope and Functionality Requirements

1. The anticipated length of the video is three minutes or less.
2. In addition to the above, a shortened 30 second clip is requested.
3. The primary uses of the video are as follows:
 - a. Social Media
 - b. Website
 - c. Via Printed Promotion (QR Code)
 - d. Local/Regional displays & kiosks
 - e. Rest Stops
4. Must include captions so people can watch without sound.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, etc.)
- Samples of your work
- Estimated Project Pricing with optional elements line-itemed
- Terms & conditions

We look forward to your proposal!