



Request for Quote: Master Agreement for Video Production

Overview and Purpose:

Anne Arundel Workforce Development Corporation (AAWDC) is a 501(c)3 nonprofit corporation that provides innovative, high quality workforce development services to Anne Arundel County businesses and citizens. AAWDC is looking to produce a variety of videos to raise awareness of the different initiatives run by AAWDC and the high-growth industries in Anne Arundel County.

Scope of Work:

AAWDC seeks quotes from eligible firms* to produce high definition videos. AAWDC intends to issue a single master agreement under which it will issue up to 12 task orders for individuals projects. The vendor will lead all aspects of production from preproduction to post, including script development as needed. The vendor shall deliver finished products in a web-ready format. Each video will include the following elements:

- Interviews with key leadership, customers, employers, partners, etc. as to convey key messages related to the video topic
- An emotional connection to the viewer through success story testimonials
- Two camera angle perspective on subject
- Use of b-roll footage and still photos
- Scripted voiceover
- Custom open and closing graphics with introduction and call to action
- Licensed music selected for videos
- Custom graphics to emphasize key points

AAWDC is seeking quotes for the following video lengths:

1. 4-5 minute video
2. 1-2 minute video
3. 30 second shorts pulled from the longer videos

*Eligible firms will be in good standing with the State of Maryland and not debarred from receiving federal funds according to Sam.gov

This master contract will be effective the day of award through June 30, 2018. Vendors will be evaluated based on factors including price, quality of videos, demonstrated ability to connect to the audience, and anticipated turn-around time.

Quote Requirements:

All quotes should include the following:

- An outline of approach with an estimated timeline for each video length
- Description of staff to be assigned to work on the project and their qualifications
- A budget with a breakdown of costs for each video length
- Contact information of the organization point of contact for proposal and delivery purposes
- Two examples of previous videos produced

After written quotes have been reviewed, discussions with prospective partners may or may not be required to clarify portions of the quote.

Submission Information:

All quotes must be received by 4:30pm on January 13, 2017 to bleonard@aawdc.org. All documents must be in a .pdf, .doc, or .xls file. Videos can be submitted via email or web links.

Evaluation and Anticipated Schedule:

The quotes received will be fully reviewed by an evaluation team. AAWDC reserves the right to negotiate with the selected providers on deliverables, scheduling, and budget issues. AAWDC shall not be obligated to accept the lowest quote submitted, but shall make awards in the best interest of the project.

Any questions pertaining to the scope of work should be directed to
Bekki Leonard, Communications Coordinator, bleonard@aawdc.org