



Whitefish Legacy Partners

PO Box 1985

Whitefish, Montana 59937

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Request for Proposals - 2017 Video Production Services

Proposals due by 5:00 pm Wednesday, May 31, 2017

Whitefish Legacy Partners (WLP) is a non-profit organization whose community-minded vision ensures conservation, recreation and education on the lands around Whitefish for future generations. The Whitefish Trail is the anchor project of WLP and the result of collaborative partnerships providing public access and recreation while protecting clean water, thriving forests, and prime wildlife habitat on open lands surrounding Whitefish, Montana. To date, WLP and the City of Whitefish have established over 36 miles of a recreational trail system accessed by ten trailheads. The end goal is a continuous 55+ mile recreation loop trail around Whitefish Lake.

Website: www.whitefishlegacy.org

Instagram: @thewhitefishtrail, #whitefishtrail

FaceBook: www.facebook.com/whitefishlegacypartners

Statement of Purpose:

WLP requests proposals to create a high-quality promotional video for its *Close the Loop* project. The video will share WLP's story of the Whitefish Trail project to partners, new and current donors, and regional foundations. The video will be shown on WLP's website, at fundraising events and conferences, and on social media outlets.

Scope of Work:

WLP seeks a video production partner(s) who will work collaboratively with the WLP team on the design and visioning of the video to complete:

- One 3-5 minute video focused on WLP's 'Close the Loop' project
- 1-2 minute conservation-focused edit
- 1-2 minute education-focused edit
- 1-2 minute recreation-focused edit

Shooting will occur during July and August of 2017 throughout various sections of the Whitefish Trail, and the final product(s) will be delivered by November 1, 2017. The furthest trailhead, Woods Lake, is approximately 30 minutes from town by car. The video will feature captivating footage exploring miles of single-track, scenic lakes, and open land found along the Whitefish Trail. 3-4 interviews, narration, and engaging music will provide audio to support the imagery. The production company will collaborate with Gravity Shots, a local firm that has donated one ½ day's aerial videography to WLP.

Video Production Partner(s) Role

The selected video production partner(s) will fulfill the following:

Project Management:

- Ensure alignment with overall project timeline and budget
- Work with WLP team to set and track project milestones and provide updates
- Include WLP in quality control of a development work and deliverables

Creative Design:

- Provide creative direction that incorporates the WLP brand
- Work with WLP to set the direction for filming, including but not limited to: identifying shot lists based on content narratives, and developing talking points and/or scripts for film participants for interviews and voiceovers where applicable

Filming and Editing:

- Work with WLP to develop an approach to conducting field shoots
- Prepare on-site locations for filming. Preparations may include, but are not limited to scouting the location prior to filming and adapting the filming approach to ensure minimal disruption to public trail users
- Edit final production professional grade copy and upload final edited version to the video hosting site that WLP specifies
- Deliver a high definition resolution finished product delivered in separate formats that are sized for the following specific platforms: YouTube, Facebook, Instagram, and a compressed version that can be sent to prospective donors via email or a Google Drive link.
- Provide WLP with unedited raw footage of all filming sessions for WLP to save, review, and use without limitation at any point during and after fulfillment of the contract.

WLP Role

Project Management:

- Provide creative brief to provide clear direction, vision, messaging, and narratives for content
- Provide a WLP project manager to oversee the project and serve as liaison with partner(s)
- Establish the overall project timeline
- Work with partners to set project milestones, track project status, identify potential challenges, and facilitate solutions
- Coordinate interviewers and develop interview questions

Filming and Editing:

- Assist in identifying shot lists and develop interview content
- Generate a list of partners for filming field shots, schedule filming, and secure all necessary permissions/media releases prior to filming, including USFS and DNRC permits
- Contribute input into brand consistency and collaborate with graphic designers, if necessary
- Prepare locations for the interviews, including key points to be discussed in interviews
- Serve as the final decision maker and approve and/or require changes on all final products

Deliverables:

WLP expects all video products will have professional-grade production features including, but not limited to, the following components where appropriate:

- Aerial photography and videography that demonstrates the scope of open lands both specifically encompassing the Whitefish Trail and connecting to the Yellowstone to Yukon ecosystem (Glacier Park, Bob Marshall Wilderness, Flathead National Forest)
- 3-4 interviews with project partners, WLP staff, and WLP Board of Directors
- Footage of people/pets using the Whitefish Trail: biking, running, walking, horseback
- Footage of an education program based at the Whitefish Trail Learning Pavilion at Lion Mountain
- Voice-over and narration as both a storyline and from interviews
- Engaging music that compliments imagery (production company is responsible for music licensing and/or purchase)
- Still photography, if deemed appropriate

Intellectual Property:

Whitefish Legacy Partners (WLP) is the sole owner of all content and materials developed under this RFP. WLP retains the distribution rights to any content or materials to exercise as it deems appropriate. Selected partner(s) may not use, reuse, distribute, publish, or base derivative works upon such materials without the express, consent of the WLP. The selected production company may use the final edited video for use in company portfolio and on social media. The logos of the selected production company and Gravity Shots will be credited at the end of the video.

Proposals:

Proposals should include the following:

A. *Technical Proposal:* Cover page, including company name, contact information, company biography and proposal summary including:

1. Proposed Project Narrative Plan: communicates project vision, commitment to project scope and overall timeline, proposed project plan/schedule, and approach to project management
2. Related Project Experience: evidence of successful service of projects of similar scope as detailed above, including demonstration of ability to work collaboratively with project partners; experience with non-profits, especially conservation-based organizations, is preferred
3. Recommendations: list at least two professional references from current or past clients. Organization name and contact information must be provided.

B. *Cost Proposal:* WLP would like a quote for the full 3-5 minute video AND the 3, 1-2 minute edits. WLP would also like to see the cost for the full 3-5 minute video without the 3, 1-2 minute edits, as well as rates for still photography. Please include any non-profit rates or in-kind donations of services that may be included. WLP is a non-profit organization and relies heavily on support from businesses and donors.

C. *Work Sample:* Two samples of relevant video production work products; outdoor content preferred

Email proposals with links to work samples to WLP at info@whitefishlegacy.org, or mail to PO Box 1895, Whitefish, MT 59937. The proposal and work samples must be received by **Wednesday May 31, 2017 by 5:00 PM.**

Please note the following:

- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation
- Any proprietary material submitted with the proposal that is considered confidential by the bidder must be identified
- Incomplete or late responses may be removed from consideration
- Submission of quote does not constitute any type of binding agreement or contract
- WLP assumes no responsibility for any cost incurred in developing a response to this RFP
- WLP reserves the right to accept or reject responses to this RFP at its sole discretion.

Questions about this RFP should be submitted to info@whitefishlegacy.org, attn: Alan Myers-Davis.