

Berkshire Museum Request for Proposal (RFP) for Digital Video Production

Project: Berkshire Museum's Berkshire Award Presentation

PROJECT OVERVIEW

This Request for Proposal (RFP) is for digital video production services for Berkshire Museum's upcoming third annual Berkshire Award event in March 2015.

In March 2013, the Berkshire Museum launched the Berkshire Award program to honor people who live in the greater Berkshires and who have made significant contribution to creating, keeping, and promoting artistic, historical, and natural heritage in the Berkshires. The inaugural event was a tremendous success with over 230 people attending and honoring the Crane Family, Berkshire County philanthropists and founders of the Berkshire Museum; former Berkshire Museum natural science curator Thom Smith; and Sandra Newman, founder of Community Access to the Arts (CATA). The second event was equally successful and honored local philanthropists The Nash Family; historian and Professor Dr. Frances Jones-Sneed; and George Wislocki, founder of the Berkshire Natural Resources Council.

VIDEO CONCEPT

Three separate video clips (one for each Berkshire Award recipient), each 6 to 7 minutes will be presented as part of the Berkshire Award event in March 2015. The video clips will likely include archival materials and video footage, or other ephemera, as well as footage shot specifically for the Berkshire Award videos including B-roll that might help set context or otherwise contribute to the narrative. Each video clip will include footage from interviews with the actual awardees as well as 1 to 2 testimonials by friends and/or colleagues for each awardee.

The video clips will be shown during the award ceremony with pauses for the presentation of the awards. All three videos should share a production design style. The Berkshire Museum brand should be prominent in the video (branding document will be provided to the selected videographer).

The edited interviews will be the narrative for the video clips with no voiceover narration. The videographer should plan to add ambient sound and/or music to the final product.

PROJECT SCOPE

Berkshire Museum will serve as the producer for this project, having on staff individuals that can handle the coordination of interviews and actual interviewing, writing, and art direction for this production. The videographer for the project will be responsible for pre-production technical advice on developing the video, setting up the individual shots for best possible sound and video, lighting and filming the individual clips, and editing and assembling the final video. The videographer is responsible for supplying all video equipment.

1. Concept and Development Meetings
 - The videographer will meet as needed in person or by phone or email to assist with the development of the videos including its format and schedule for production.
2. Filming
 - All interviews (approximately 9 to 12) will take place on two to three specific days as scheduled by the Museum staff and in locales selected by the Museum staff.
 - There may also be a day filming brief shots of facilities, activities and/or vistas to edit into the final video.
 - The videographer will be responsible for setting up all aspects relating to the sound and lighting for the filming of the awardee and testimonial interviews. The filming will take place somewhere in Berkshire Museum or at other sites determined by the Museum staff.

3. Editing

- The videographer will edit and organize the final clips and complete any other digital manipulation of the material necessary for project completion.
- The first rough cut of the videos will be available to the Museum no later than February 1 and the Museum reserves the right to make at least two rounds of edits before the final video product is approved.
- The videographer will be at the Museum for a test run of the video at least one week before the event.

4. Final Copies

- The videographer will provide the museum with four copies of the final product containing the video clips in DVD form (one for use at the event and a copy to be given to each of the awardees.) The DVD should be formatted in such a way as to allow the museum to easily translate the materials to another digital format in the future. The videographer assigns all present and future rights to the materials produced during the project to Berkshire Museum and may not reproduce or reuse the materials for any purpose without the written permission of Berkshire Museum.

5. Other:

- The videographer will be credited in the final product and such credit will be according to the Museum's design preferences.

SCHEDULE

1. Interviews will take place between November 15 and December 31 at Berkshire Museum.
2. The video must be debugged and ready for public viewing at least two weeks prior to the event in March 2015.

PROPOSAL REQUIREMENTS AND HOW TO SUBMIT

1. Introduction summarizing you/your company's background, resources, and relevant experience.
2. Examples of past projects, preferably of a similar size and scope.
3. References from past projects.
4. Proposed budget for the project with filming/editing fees listed separately from equipment and installation costs.
5. Proposed schedule for the project, including project stages, milestones and payments.
6. Current workload. If selected as the videographer for this project, how does it fit into you/ your firm's current scheduled activities?
7. Optional supporting materials of you/your firm's choosing.
8. **Send all materials via postal mail or email to the following address by October 10:**

Berkshire Museum
Attention: Nina Garlington, Director of Development
39 South Street
Pittsfield, MA 01201
ngarlington@berkshiremuseum.org