



Request for Proposal (RFP): Motion Graphic Video Production

Overview

Children's Trust of South Carolina is seeking proposals from a qualified vendor for a video animation service provider to produce a motion graphic video approximately three to five minutes long sharing information about the Positive Parenting Program (Triple P) system and Triple P South Carolina. The goal is to provide recruitment tools for Children's Trust and local partners that help explain the Triple P system to partners, funders and communities.

Children's Trust is a 501(c)3 nonprofit whose mission is to strengthen families and lead communities to prevent child abuse, neglect, and injuries in South Carolina. With a generous grant from The Duke Endowment, Children's Trust is building a model prevention system that can be replicated statewide to change South Carolina's approach to the prevention of child maltreatment.

With more than 35 years of ongoing research, Triple P is an effective, evidence-based parenting program. It offers simple, practical strategies to help parents build strong, healthy relationships, confidently manage their children's behavior and promote positive child development. Triple P has been shown to work across cultures, socio-economic groups and in many kinds of family structures.

Scope of Work

This project is to create a motion graphic video for use by Children's Trust and partner organizations that is aligned with the Triple P of South Carolina workforce development goals. The organization is looking to share information with potential funders, partners and practitioners about the Triple P system. All materials will be developed to fit Children's Trust brand standards, which will be provided to selected vendor and in partnership with Todd Hooks, art director.

Proposal requirements

Children's Trust will provide the script along with all brand assets to the chosen firm to assist in their creative process. Key deliverables of this project include:

- Presentation of story board to internal team at Children's Trust of South Carolina
- Delivery of 1st draft of animated and narrated video for review
- Delivery of 2nd draft of animated and narrated video for review
- Presentation of final video animation
- Final original artwork and video files delivered to Children's Trust

Final product will need to be inclusive of our diverse audiences in South Carolina, fully accessible for hearing- and sight-impaired audiences across all platforms and channels, with translations for Spanish-speaking audiences statewide.

Key Dates

MILESTONE	DATE
Deadline for proposals	April 15, 2020
Agency Selection & Notification	April 24, 2020

Project Kickoff	May 1, 2020
Deadline for all deliverables	June 30, 2020

Budget

The budget must encompass all consultation, design and production costs. The price quoted should be inclusive. If the price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. The proposal should not exceed **\$10,000** for all costs.

Submission

Please include the following information in your submission

1. A history of the vendor including length of time in existence, experience in working with non-profit organizations, and any other relevant information on the vendor.
2. The process, methods and inclusive practices that will be utilized to ensure the video is culturally diverse and inclusive. Please include information on the vendor practices to ensure they are a diverse, equitable and inclusive organization.
3. List of key personnel of the vendor who would be directly involved in working with the Children's Trust on this project and specifying the role each will play. For each staff member, provide a biographical statement, including years employed by the firm, specific projects that the individual has coordinated and relevant professional experience.
4. A detailed list of services that the vendor is proposing, including number of meetings (in person or virtual) with the client and any optional services not otherwise noted in this Request for Proposals.
5. A production plan and timeline with all contracted deliverables completed no later than June 30, 2020, including an outline of all client responsibilities for scheduling, scripting, brand assets and more
6. A detailed budget breakdown, including itemized cost for all services the vendor is proposing.
7. A list of references with name, title, and contact information (telephone and e-mail addresses) for two discrete clients for which videos were successfully completed.
8. A minimum of three samples of past campaign work for which the key personnel have played a direct role. Please include a brief description of the campaign that includes the creative concept and outcomes achieved.
9. Provide a description of the costs listed in the budget narrative
10. Any conflicts of interest
11. Any contractual terms your organization will require

All proposals will be treated with the highest confidence and will be used internally in our decision-making process. Proposals should be no more than ten pages (including any appendices and references), double spaced, 12-point font, and 1-inch margins.

Submission of proposals

All components of the proposal should be contained within a single PDF document and appropriately labeled. Web addresses and/or links to sample work are acceptable. Any attachments to the proposal may not be considered. All proposals should be submitted by email to Maggie Lynn, marketing specialist, by 4 p.m., on Wednesday, April 15, to mlynn@scchildren.org. A confirmation receipt will be sent by email within 24 hours. If you do not receive a confirmation, please call 803-744-4021. Any proposals received after the due date may not be considered.

Evaluation Process

Proposals will be evaluated according to the standards and requirements outlined in this RFP. Children's Trust anticipates the contract will be awarded in May 2020.

Terms and conditions

Successful bidder will not release records or information related to Children's Trust unless an application for public information is submitted and approved by Children's Trust board of directors.

Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to request a face-to-face interview, to waive informalities or irregularities, and to select a service provider not based solely on the lowest cost.

Pricing included in your proposal must be valid for at least 90 days and may not be modified, withdrawn or canceled.

Children's Trust will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request. All proposals submitted become the property of Children's Trust and will not be returned.

None of the information released either verbally or in writing shall be deemed binding to Children's Trust in any manner.

All proposals or offers must be signed by a duly appointed officer or agent of your company.

All proposals will be kept confidential.

Any questions regarding this opportunity must be submitted in writing to Maggie Lynn at mlynn@scchildren.org. Additional information based on questions received during the RFP period will be posted to the website. Interested vendors are encouraged to check the page frequently throughout the submission period for additional information.

.