

**Request for Proposals
for
Video & Audio Production Services**

Rhode Island Student Loan Authority

560 Jefferson Blvd., Suite 200

Warwick, RI 02886

401.468.1700

November 13, 2013

Please note the following critical dates:

RFP Issued	November 13, 2013
Conference call for questions	November 18, 2013
Due date for receipt of proposals	November 22, 2013
Anticipated decision date	November 27, 2013

Agency Background

The Rhode Island Student Loan Authority (RISLA) was established in 1981 as a public agency of the State of Rhode Island and is a leading originator of state-based education loans.

RISLA offers low cost state-based loan options to students and parents and free college planning and financial literacy guidance through its College Planning Center of Rhode Island. RISLA also connects students with employers through bridge.jobs, a free internship search site.

RISLA is soliciting proposals from qualified bidders to provide Video & Audio Production Services for advertising creative to begin running in early 2014.

Scope of Work

Rhode Island Student Loan Authority is seeking a qualified firm to create television and radio spot advertising for RISLA with a focus on brand building. RISLA would like to create a series of vignettes that tell real people's stories of how RISLA's products and services have positively influenced their lives.

The aim of this TV advertising campaign is to increase awareness of RISLA among parents (A40-55) of Rhode Island's high school and college students as well as to create more public awareness about RISLA.

The scope of the work includes:

1. The development and production of three testimonial-format :60 and three :30 (cut downs of the :60s) television spots, including assisting with finding a location for shooting, music selection, video production, editing, post production and final mix. Proposer should aim to accomplish collecting all testimonials at the same time to reduce production costs.
2. The production of three :60, three :30 and three :15 radio spots using audio from the video testimonials and any necessary non-union voice over talent.
3. Creating hard copy or digital media as needed for distribution to TV and radio outlets.
4. Converting spot creative into web ready format and providing a DVD and digital copies of creative to RISLA.
5. Providing recommendations for measuring and analyzing the effectiveness of the television spot in a target market.

Proposal Content and Format

The following should be included in your response and should be provided in the below order and format:

1. **Cover Letter.** The firm name and address, including contact information for the primary point of contact for RISLA. Please include a brief history of the firm.
2. **Staff.** Brief descriptions of the staff members that will be involved with the production of this project.
3. **Experience.** A description of the firm's experience developing video & radio advertisements, particularly for public or non-profit entities. Experience producing

creative in testimonial format a plus. Please enclose a disc or provide URL where three samples of work can be viewed/listened to.

4. **Equipment.** Please indicate the type of cameras, editing, and other equipment your firm will use for the proposed services.
5. **Creative approach.** Please indicate your creative approach to production using testimonial format.
6. **Timeline.** Include a timeline for production.
7. **Insurance.** The Proposer, if selected, must acquire and maintain adequate liability insurance in the form(s) and amount(s) sufficient to protect RISLA, its employees, its clients, and the general public against any loss, damage and/or expense related to its performance under the Contract. The Proposer shall specify in its response to this RFP the nature and limits of all insurance coverage it intends to have.
8. **References.** Three references that can speak to your ability to effectively produce television and radio creative on time and within budget.
9. **Cost.** Proposed project costs, including production, talent, graphics, stock footage and/or music, location fees, converting to web-ready format, final media and any other costs associated with the production of this spot along with the cost breakdown.
10. **Equal Employment Opportunity.** The Proposer must include an explanation of its commitment to equal opportunity and affirmative action.
11. **Ethics.** RISLA and its Board of Directors and staff are committed to maintaining the highest standard of ethics in the awarding of contracts. In accordance therewith RISLA requires each Proposer certify the following: "Neither the Proposer nor any officer, employee, agent, representative or affiliate of the Proposer has given or offered or shall give or offer to any Board Member, employee, or representative of RISLA or to any family member of the foregoing, or to any business by which any of the foregoing persons are employed, or to any official of the State of Rhode Island who is subject to the State Code of Ethics, any gift, loan, political contribution, reward, or promise of future employment based on any understanding or expectation that the vote, official action, or judgment of the person would be influenced thereby, and, that no officer, employee, agent, representative, or affiliate of the Proposer shall have any direct or indirect nonincidental contact with any member of the board of directors of RISLA during any period of time prior to RISLA's award of the Contract, except at a public meeting of the Board of Directors of RISLA or at a meeting of a subcommittee of the Board of Directors."
12. **Period of Validity.** Each Proposer's Proposal must include a statement as to the period during which the provisions of its proposal will remain valid. A minimum of 90 days from the Closing Date for Receipt of Proposals is required.

Selection Process

A conference call will be held on November 18 @ 10:00 AM to publicly address any questions firms responding to this RFP may have. If you are interested in participating in this call, please email Lindie Thibodeau Johnson at lthibodeau@risla.com for call-in details.

Proposals must be received by RISLA no later than Friday, November 22, 2013 at 4PM. Please submit one hard copy of your response to 560 Jefferson Blvd, Warwick, RI 02886-1371 Attention: Lindie Thibodeau Johnson and email a PDF of your response to lthibodeau@risla.com.

The Authority reserves the right to cancel this request for proposals, to reject any and all proposals submitted, to request any additional clarifying information from any proposers, and

to negotiate separately with any and all proposers to process. Issuance of this RFP does not commit RISLA to pay costs incurred in the preparation of proposals and the Authority reserves the right to accept or reject any and/or all proposals, in part or in their entirety.

Review of the proposals will be undertaken by a committee comprised of RISLA staff. This committee will review all proposals and recommend a firm to provide video & audio production services for the Authority. Selection will be made based on the lowest qualified bid price, experience and expertise in the field of video and audio production, and a demonstrated ability to provide results.

Rhode Island Student Loan Authority

Date: November 13, 2013