

Charlotte Pride, Inc.

PO Box 32362
Charlotte, NC 28232



REQUEST FOR PROPOSALS COMMERCIAL VIDEO EDITING AND PRODUCTION

Charlotte Pride, Inc., is seeking proposals from individuals and firms to produce its Charlotte Pride 2014 commercial, a 30-second TV spot to be aired locally and online.

The Scope of Service for the work is attached in Exhibit A, which provides detailed information regarding the level of effort required and specific tasks to be accomplished.

It is anticipated that available funds for the project will be no more than \$1,000. Project will be awarded on a flat-rate basis only. Interested individuals or firms should note that Charlotte Pride, Inc., is 501(c)(3) non-profit and this contract will be awarded to the individual or firm that (a) provides both the highest quality work for the fairest and most competitive rate and (b) has demonstrated it is LGBTQ inclusive in its workplace policies and/or in the individual or firm's current or past involvement and understanding of the LGBTQ community.

RFPs must be submitted as written proposals, in either Microsoft Word or a PDF file, and submitted via email simultaneously to richard@charlottepride.org, craig@charlottepride.org and media@charlottepride.org. Proposal evaluations will focus initially on the written proposals. Should it be determined that interviews are required, a "short list" of individual/firms will be selected from the proposals received. These individual(s)/firms will be invited to participate in an interview process with the Charlotte Pride Directors and Media Chair. Charlotte Pride reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more individuals or firms.

Charlotte Pride anticipates the project will be awarded by June 15, 2014, with all work to be completed by June 30, 2014. The successful individual, firm or team of firms should be prepared to begin work immediately.

Proposals must be received by 5 p.m. on June 10, 2014, submitted electronically via email simultaneously to richard@charlottepride.org, craig@charlottepride.org and media@charlottepride.org. Proposals shall not exceed 10 pages, including resume and firm experience. Font size should be at a minimum of 10 point.

Proposals must include the following information:

- Name of individual and/or firm, as well as any sub-contractors
- Point of contact (name, title, phone number and email address)
- Description of relevant experience on projects of this type
- Listing of key project personnel and their qualifications and technical competence
- Description of experience on similar projects including at least three samples of similar scope and a list of references with key contact information
- Geographic location of individual or firm's office performing the work

- A detailed description of the technical approach proposed for accomplishment of the work
- A proposed schedule and work plan for accomplishment of the work, as described in Exhibit A.
- The individual's or firm's proposed, comprehensive flat-rate cost for entire project.
- A description of experience and understanding within the LGBTQ community or other progressive social justice movements.
- A copy of the firm's Equal Opportunity Employment and/or other employment non-discrimination policies and other policies demonstrating an LGBTQ-inclusive workplace environment (e.g., domestic partner benefits), and/or a brief description of the individual's or firm's current or past involvement in and support of the LGBTQ community or other progressive social justice movements.
- Any other pertinent information.

The review of written proposals will be based on the following evaluation criteria, with relative weights in parentheses:

- Related video/graphical editing and production experience (25%)
- Work plan, schedule and project budget (25%)
- At least three references and samples of prior work of similar scope (25%)
- LGBTQ-inclusiveness and/or current or past support of LGBTQ community (25%)

Applications are strongly encouraged from minority- and women-owned business enterprises (MWBE) as well as LGBTQ-owned business enterprises. Documentation of MWBE certification (as awarded by the City of Charlotte or any other legitimate government agency or professional association) and/or of LGBT Business Enterprise certification (as awarded by the National Gay & Lesbian Chamber of Commerce or any other legitimate government agency or professional association) should be included in the RFP if applicable.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted to media@charlottepride.org no later than 5 p.m., June 2, 2014. Questions and responses will be posted along with this RFP on the Charlotte Pride website at <http://charlottepride.org/rfp/> on June 3, 2014.

EXHIBIT A

SCOPE OF SERVICES

- I. **General:** The work to be accomplished by the contractor is a 30-second television-quality commercial advertisement, to be aired locally and online.
- II. **Definition:** The 30-second commercial will contain pertinent information regarding the 2014 Charlotte Pride Festival and Parade, including but not limited to event dates and times, event location, photographs from past events and other graphics, entertainer line-up and event sponsor recognition. Commercial must contain a voice over and background music.
- III. **Objective:** The commercial's objective is to advertise to as wide an audience as possible in the most simple and straightforward means the events and activities associated with the 2014 Charlotte Pride Festival and Parade.
- IV. **Background:** Charlotte Pride, Inc., was established in 2001, presenting annual LGBTQ Pride festivals through 2005. The dormant non-profit corporation was reactivated in January 2013 by longtime volunteers associated with similar Pride activities from 2006-2012 in order to more successfully focus on the organization's core mission, presenting Charlotte's growing annual LGBTQ Pride activities, including a street festival and parade. The organization serves tens of thousands of LGBTQ and straight ally community members at its events each year, offering opportunities for fellowship, outreach and community involvement for individuals, non-profit organizations, faith institutions and LGBTQ-friendly businesses.
- V. **Project Tasks:**
 - A. Work with Charlotte Pride Directors and Media Chair to develop a concept for the 30-second television commercial, including particular needs as related to sponsor and entertainer promotion. (Charlotte Pride will provide all necessary photographs, marketing materials, event details and sponsor logos.)
 - B. Present a draft commercial, along with accompanying audio track (voice over and background music) to Charlotte Pride Directors and Media Chair
 - C. Make edits, if any, to the draft commercial, bringing content in line with specific requirements from entertainers and sponsors.
 - D. Finalize and deliver completed commercial file to Charlotte Pride and/or cable provider in television-broadcast and online quality files.