

# CHARLOTTEPRIDE

## REQUEST FOR PROPOSALS Charlotte Pride Promotional and Marketing Videos

**Charlotte Pride, Inc.**  
PO Box 32362, Charlotte, NC 28232

**Contact Person:**  
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### 1. Introduction

Charlotte Pride, Inc., is a non-profit 501(c)(3) organization based in Charlotte, N.C., which produces the annual Charlotte Pride Festival & Parade and offers a variety of other programming and activities throughout the year, including Charlotte Latin Pride, Charlotte Trans Pride, and Reel Out Charlotte, the Queen City's annual LGBTQ film festival, among others. The organization was founded in 2000 and held its first festival in 2001. In 2018, the Charlotte Pride Festival & Parade attracted 165,000 visitors over the course of its weekend event. Charlotte Pride will hold its nineteenth annual festival and seventh annual parade in Uptown Charlotte, August 17-18, 2019.

### 2. Project Goals and Scope of Services

Charlotte Pride is seeking a video production firm with which it can partner to create video footage of the organization's annual festival and parade, as well as footage from other programs and activities throughout the year. In addition to the festival and parade, other programs include the Reel Out Charlotte film festival, Latin Pride, and Trans Pride programming. The project would include the creation of B-roll footage and several final edited videos to be used for future promotional purposes. The full scale and scope of services will be decided jointly during the creative and development process with Charlotte Pride and the selected firm, but the general goals for this project include:

- Raising the profile and awareness of the organization as well as the LGBTQ community among members of the general public through the use of video content utilized throughout the year in online channels, as well as at other events or activities hosted by Charlotte Pride
- Creatively documenting for posterity the festival and parade – this year commemorating the 50<sup>th</sup> anniversary of the Stonewall Riots – and other programs and activities of the organization
- Creating video content that can be used to effectively market and promote future events, as well as introduce the festival and parade and other organizational programming to potential donors, sponsors, partners, and guests
- Creating a library of b-roll footage that can be utilized in future video promotions, online, and in other projects

The selected firm will be responsible for the development, creation, and production of video content documenting the festival and parade, including video footage of entertainment, festival vendors, festival activities, visitors, parade contingents and other aspects of the event, as well as shorter pieces of video

footage from other Charlotte Pride programs. The firm and Charlotte Pride will collectively work through a creative and development process to identify the kinds of footage required and the scope of the final video and other footage content.

At minimum, Charlotte Pride requires several pieces of raw B-roll footage, a promotional video of the festival and parade approximately 1-2 minutes in length and a longer promotional video inclusive of overarching organizational programming (including the festival, parade, film festival and other programs) approximately 3-5 minutes in length.

### **3. Selection Criteria**

Charlotte Pride will consider several important criteria in the selection of the preferred firm, including the firm's:

- Ability to develop an innovative and creative plan for filming the festival and parade
- Ability to be present for smaller events or programs of Charlotte Pride April through August 2019
- Ability to adequately produce final edited videos and B-roll footage
- Willingness to open creative and design process to input and feedback from Charlotte Pride staff
- Proposed cost of services

The winning bidder will also have:

- A history of successful operation as an innovative video production firm
- The education, experience, knowledge, skills, and qualifications to provide the requested services
- Competitive costs of services
- Commitment to quality

The winning bidder, if any, will be selected solely by the judgment of Charlotte Pride, Inc.

### **4. Time and Place of Submission of Proposals**

The RFP will be posted on our website, [charlottepride.org](http://charlottepride.org), and can be downloaded from there directly as of March 13, 2019.

Respondents to this RFP must submit their full proposal via email to [matt@charlottepride.org](mailto:matt@charlottepride.org) with the subject line "Film RFP Submission: [NAME OF YOUR COMPANY]".

Responses must be received no later than April 17, 2019.

### **5. Timeline**

March 13, 2019	RFP Submissions Open
April 17, 2019	RFP Submissions Close
April 18-21, 2019	Submission Review and Discussion with Respondents
April 22, 2019	Selected Firm Notified / Other RFP Respondents Notified
April 28, 2019	Video Footage Collection at Reel Out Charlotte
May-August 2019	Video Footage Collection at Various Events/Programs
August 16-18, 2019	Video Footage Collection at Festival and Parade
September 30, 2019	Handover of B-Roll Footage Library and Final Edited Videos

## **6. Elements of Proposal**

RFP Respondents' submissions must, at a minimum, include the following elements:

- One-page or less description of the firm, including a general overview of the company, names and credentials of the creative team, firm's connection to the LGBTQ community, firm's connection to the Charlotte metro area, number of full-time employees, years in operation, and any other pertinent information regarding the firm
- Name of firm's primary point of contact, including title, phone number, email address, mailing address, and physical address of retail store (if applicable)
- One-page or less narrative describing firm's ability to develop, create, and produce video content
- Three-to-five samples of similar work done by the firm in the past
- Basic overview of the kinds of production equipment utilized by the firm
- Proposed total cost of services and value of direct or in-kind donation to Charlotte Pride, if any

Written elements should be submitted in .PDF or .DOC formats. Graphic design elements should be submitted in .PDF formats. Submissions contained within a single .PDF presentation file are acceptable. Video files can be submitted via a shareable online drive or .ZIP file.

## **7. Budget**

Charlotte Pride initial budget for this project is \$5,000. In-kind donations of time by prospective firms will be acknowledged as mutually agreed upon by Charlotte Pride and the selected firm.

## **8. Other Considerations for RFP Respondents**

Other important notes and considerations for RFP Respondents:

- Charlotte Pride understands that submitted proposals may not include all the detail necessary in order to form a fully executable plan for filming and video production, and that it and the selected firm will jointly decide on a more complete, overall creative process and production details.
- The selected firm and Charlotte Pride will be bound by a mutually agreed upon contract to be signed by both parties at the time of or shortly after selection.
- This RFP is not meant to create exclusive rights for a single firm or vendor providing services to Charlotte Pride; those firms which submit a proposal but are not chosen as the final selected firm are still welcome to apply for participation as a vendor or parade participant at the Charlotte Pride Festival & Parade or seek involvement in other Charlotte Pride programs or activities.
- This RFP does not prevent Charlotte Pride from entering into other contracts and agreements with additional vendors for the purchase of products or services necessary for the operation of the festival and parade or any other Charlotte Pride program.
- Charlotte Pride welcomes any questions from potential RFP Respondents prior to their submission of their proposal. Questions can be submitted via email to [matt@charlottepride.org](mailto:matt@charlottepride.org), with the subject line: Film RFP Respondent Question: [NAME OF YOUR COMPANY].