



## **REQUEST FOR PROPOSALS**

### **CONSULTANT SERVICES FOR VIDEOGRAPHER SERVICES**

#### **SECTION I - SUMMARY**

1.1 **Purpose:** The purpose of this Request for Proposals ("RFP") is to solicit videography services to capture and edit high quality videos and audio content for a marketing campaign to amplify the Chesapeake Bay Trust (Bay Trust) brand and key message to target audiences. The videos will be used for both storytelling and fundraising purposes for varying stakeholders and shared across a variety of communications channels. Videography services will be supported through the Bay Trust.

#### **SECTION II – BACKGROUND**

2.1 The Chesapeake Bay Trust seeks to engage and empower a diversity of groups to take actions that enrich the natural resources and local communities of the Chesapeake Bay region. The Bay Trust is a nonprofit grant-making organization established by the Maryland state government in 1985. The Bay Trust currently makes 400+ grants and other awards per year ranging from \$100 to ~\$400,000 for projects in the K-12 environmental education, on-the-ground restoration, science, capacity building, and community engagement realms. In the past 15 years, the Bay Trust has increased its grant-making four-fold through various revenues streams under the purview of four Trust departments, with annual awards of approximately \$20-30 million.

#### **SECTION III – STATEMENT OF WORK and OFFEROR'S MINIMUM QUALIFICATIONS**

##### **3.1 Scope**

Maximum bid: Bids not to exceed \$30,000

Contract type: The agreement will be administered as a deliverables-based contract

Timeline: The first set of four (4) videos must be completed by November 1, 2024; the second set of three (3) videos must be completed by January 1, 2025; the final set of three (3) videos completed by March 1, 2025.

Format: Each video must be delivered in two (2) formats (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio for website, email, presentations, and other channels; 1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio for social media channels). All video files must be delivered in the MP4 format.

a. Scope of Work – Background

The Chesapeake Bay Trust seeks videographer services to film and edit a compelling storytelling campaign to visualize the Bay Trust’s tagline, “Empowering People. Restoring Nature.”

The Bay Trust’s mission is to engage and empower diverse groups to take actions that enrich natural resources and local communities of the Chesapeake Bay region. As a nonprofit, grantmaking organization, the Bay Trust achieves its mission by awarding \$20-30 million in grant funding each year to hundreds of nonprofits and community organizations throughout the region for hands-on projects that are ensuring cleaner, greener, healthier Chesapeake, Coastal Bays, and Youghiogheny watersheds for years to come. The goal of the video campaign is to visualize this mission, showing how the Bay Trust is empowering people to restore nature.

The campaign will feature ten (10) different one-minute videos to highlight the diversity of projects and communities supported through grantmaking and other initiatives. Each video will highlight an awardee and the project made possible through grant funding, Bay Trust staff who lead the program and support the behind-the-scenes work, and program partners, where applicable, to illustrate the impact of the Bay Trust approach to environmental conservation.

Interviewees and film locations will be determined by the Chesapeake Bay Trust. The Bay Trust will secure video consent for interviewees and locations. Film schedules will be coordinated with the Offeror. Each video will require 3-6 hours filming at a project site to capture interviews and b-roll. Potential locations for project sites will be in Central Maryland, Eastern Shore Maryland, District of Columbia and Northern Virginia. All travel costs must be included in the \$30,000 maximum bid.

The videos should capture content in a natural and authentic way. Video content should tell a story, be action oriented, and feature the impact of the work on individuals and communities. Final videos should elicit an emotional reaction to the content.

All deliverables generated must include the standard steps of video processes including pre-production, production (videography), and post-production. All bids should include costs for these phases:

- Pre-production: planning aspects of the videography process before filming begins;
- Production: capturing video and audio content of the video subject;
- Post-production: editing video and audio content captured in the production phase into a finished product that tells a story and communicates impact.

b. Technical Requirements – Scope of Work Deliverables

Offerors must outline in detail their ability to perform in timely fashion the following services:

1. Deliverable A: First set of “Empowering People. Restoring Nature” videos – four (4) videos edited into two (2) formats for eight (8) videos total. Each video will be edited into two (2) formats (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio for website, email, presentations and other channels; and 1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio for social media channels).
  1. Rough drafts of four (4) videos, featuring four different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals.

2. Intermediary/fine drafts of eight (8) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.
  3. Final versions of eight (8) videos and raw footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project. This deliverable must be completed by November 1, 2024.
2. Deliverable B: Second set of “Empowering People. Restoring Nature” videos – three (3) videos edited into two (2) formats for six (6) videos total. Each video will be edited into two (2) formats (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio for website, email, presentations and other channels; and 1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio for social media channels).
    1. Rough drafts of three (3) videos, featuring three different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals.
    2. Intermediary/fine drafts of six (6) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.
    3. Final versions of six (6) videos and raw footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project. This deliverable must be completed by January 1, 2025.
  3. Deliverable C: Third set of “Empowering People. Restoring Nature” videos – three (3) videos edited into two (2) formats for six (6) videos total. Each video will be edited into two (2) formats (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio for website, email, presentations and other channels; and 1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio for social media channels).
    1. Rough drafts of three (3) videos, featuring three different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals.
    2. Intermediary/fine drafts of six (6) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.
    3. Final versions of six (6) videos and raw footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project. This deliverable must be completed by March 1, 2025.

All deliverables must be complete no later than June 30, 2025. The Chesapeake Bay Trust will retain ownership of any and all video and audio recordings made in connection with this project. All video files must be submitted in the MP4 format.

c. Qualifications and expertise

Offeror’s personnel assigned to perform under the Contract should have the following experience:

- A. A minimum of four years of experience using editing software (required);
- B. A minimum of four years of experience using video and audio recording equipment (required);
- C. A minimum of four years of experience producing videos of varying length and style (required);
- D. Demonstrated experience conceptualizing videos, recording video and audio, and producing videos that tell a story (including video formatting for widescreen and social media) (required);
- E. Experience working with nonprofits (preferred);
- F. Experience working with individuals of diverse backgrounds (preferred).

**SECTION IV – ADDITIONAL SERVICES**

Additional Services. The Contract Officer may request ancillary or additional services within the capacity of the Contractor as may be useful or necessary in the interests of the Trust and the Project for any of the above Scopes of Work.

Add/Deduct: The Trust reserves the right to add or remove items from the base bid proposal during the contract and modify or adjust scope of work and payment as needed.

**SECTION V – SELECTION PROCESS and PROPOSAL SUBMISSION INSTRUCTIONS**

5.1 **Principal Solicitation Officer and Issuing Office:**

Contract Officer: Celia Parker  
Telephone Number: (410) 974-2941 x142  
E-Mail: cparker@cbtrust.org  
Address: Chesapeake Bay Trust  
108 Severn Avenue  
Annapolis, MD 21403

The sole point of contact for the purpose of this RFP is the Contract Officer.

5.2 **Prospective Offerors:** An “Offeror” is a person or entity that submits a proposal in response to this RFP.

5.3 **Cancellation; Discretion of Contract Officer:** This RFP may be canceled in whole or in part and any proposal may be rejected in whole or in part at the discretion of the Contract Officer. In addition, the Contract officer has the right to negotiate separately with any Offeror in any manner which will best serve the interests of the Bay Trust. The Contract Officer may waive any mandatory condition or minimum qualification if she determines that such action is in the best interest of the Bay Trust.

#### 5.4 **Submission Instructions/Proposal Closing Date:**

Offerors must email proposals to [dmc@cbtrust.org](mailto:dmc@cbtrust.org) by no later than **4:00 p.m. EDT/EST on September 13, 2024** (the "**Closing Date**"). Offerors will receive an email confirming receipt within 48 hours. If no email receipt is received following the 48-hour window, contact [dmc@cbtrust.org](mailto:dmc@cbtrust.org) immediately. Requests for extensions will not be granted, late applications will not be accepted, and the opportunity will close promptly at 4:00 pm EDT/EST. **Offerors are strongly encouraged to submit at least a few days prior to the deadline.**

Questions about this RFP may be submitted by email to [dmc@cbtrust.org](mailto:dmc@cbtrust.org) from August 21 – September 6 at 4:00 p.m. EDT/EST. Questions will receive a response within 48 hours. If no response is received following the 48-hour window, contact [dmc@cbtrust.org](mailto:dmc@cbtrust.org) immediately. All Offerors will be notified by email on September 18, 2024 by 4:00 p.m. EDT/EST regarding the status of their proposal.

Proposals are irrevocable for 90 days following the Closing Date.

#### 5.5 **Proposal Format:**

##### Narrative:

Each proposal must include responses to a-e in a concise (≤5 pages) description. Items f), g), and h) may be addressed outside of the 5-page limit and may be attached as additional pages. All material must be submitted in one electronic file.

- a) Names of individuals providing the services and number of years of experience in such areas.
- b) The individual's proposal for how to address the elements of the scope(s) of work and required outcomes described in the services and deliverables section (Section III above).
- c) Response to the qualifications section: a description of the experience required as described in Section III.
- d) Weblinks to 2-3 examples of videos previously recorded, edited, and produced by the bidder and links to any relevant websites or social media.
- e) Names, phone numbers, and email addresses of three references, preferably clients for which similar work was produced.
- f) The resume or CV of the individual(s) providing the service. Links must be provided for each example video and viewable by reviewers.
- g) Any other information which the Offeror considers relevant to a fair evaluation of its experience and capabilities.

**h) Budget: The Offeror shall submit a deliverables-based budget and timeline using the following format:**

<b>Project Deliverables: Proposed Timeline and Cost</b>			
<b>Phase</b>	<b>Description</b>	<b>Delivery Date</b>	<b>Proposed Cost</b>
Deliverable A:	Rough drafts of four (4) videos, featuring		

Rough drafts	four different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals		
Deliverable A: Intermediary drafts	Intermediary/fine drafts of eight (8) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.		
Deliverable A: Final versions	Final versions of eight (8) videos and raw footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project.	<b>November 1, 2024</b>	
Deliverable B: Rough drafts	Rough drafts of three (3) videos, featuring three different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals.		
Deliverable B: Intermediary drafts	Intermediary/fine drafts of six (6) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.		
Deliverable B:	Final versions of six (6) videos and raw	<b>January 1,</b>	

Final versions	footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project.	<b>2025</b>	
Deliverable C: Rough drafts	Rough drafts of three (3) videos, featuring three different awardees and projects: Each video should be approximately one-minute in length. Products must be high quality video. The first draft will be shared in one format only (1920 pixels wide x 1080 pixels tall, with a 16:9 aspect ratio) to review storytelling arch and other visuals.		
Deliverable C: Intermediary drafts	Intermediary/fine drafts of six (6) videos: Second drafts must be high quality video and audio footage, edited and produced based on Bay Trust staff feedback. The second format (1080 pixels wide x 1920 pixels tall, with a 9:16 aspect ratio) should be included in this draft to confirm visuals complement the vertical format.		
Deliverable C: Final versions	Final versions of six (6) videos and raw footage from interviews and b-roll: Final products must be high quality video and audio footage, edited and produced based on a second round of Bay Trust staff feedback. Raw footage, b-roll and photographs captured must also be shared with the Bay Trust for their ownership and use beyond the project.	<b>March 1, 2025</b>	

The proposed rates of compensation will be irrevocable for a period of 90 days from the Closing Date, or if modified during negotiations, for a period of 90 days from the date such modified rates are proposed by the Offeror.

Subcontracting Opportunities. It is assumed this solicitation will result in small procurements that will not provide realistic opportunities for subcontracting, though multiple organizations may apply as a

collaborative or partnership with an identified project lead. If, however, an Offeror considers subcontracting of services to be available, they should so specify, and in that case demonstrate compliance with Good Faith Efforts to engage Disadvantaged Business Enterprises.

5.6 **Professional Liability Insurance:** The Offeror shall agree to maintain in full force and effect during the term of the Contract usual and customary amounts of liability insurance coverage in connection with the performance or failure to perform services under the Contract.

5.7 **Eligible Organizations:** No entity may enter into a Contract with the Chesapeake Bay Trust under this funding opportunity unless the entity has provided its W9-EIN #.

## **SECTION VI - EVALUATION PROCEDURE**

6.1 **Qualifying Proposals:** The Contract Officer will review each proposal for compliance with the minimum qualifications set forth in "Offeror's Minimum Qualifications."

6.2 **Deviations and Negotiation.** The Contract Officer shall have the sole right to determine whether any deviation from the requirements of this RFP is substantial in nature, and the Contract Officer may reject non-conforming proposals. In addition, the Contract Officer may waive minor irregularities in proposals, allow an Offeror to correct minor irregularities, and negotiate with responsible Offerors in any manner deemed necessary or desirable to serve the best interests of the Project.

6.3 **Evaluation.** Proposals shall be reviewed by the Development, Marketing and Communications team and facilitated by the Contract Officer. Evaluation will be made on the basis of the evaluation criteria discussed below and may include any oral presentation that may be required by the Contract Officer, at his or her discretion. The Contract Officer reserves the right to recommend an Offeror for contract award based upon the Offeror's proposal without oral presentations or further discussion. However, the Contract Officer may engage in further discussion if he or she determines that it might be beneficial. In such case, the Contract Officer will notify those responsible Offerors with whom further discussion is desired. In addition, the Contract Officer may permit qualified Offerors to revise their proposals by submitting "best and final" offers.

6.4 **Evaluation Considerations:** Proposals and any oral presentation by Offerors who meet the minimum qualifications set forth in Section III will be evaluated by the following factors:

- A. **Proposed Team (Specific Individual(s) Responsible for Performance of Contract).** Evaluation of the qualifications, reputation, and compatibility with needs of the Bay Trust and the Project of the individual or individuals who will perform the Contract.
- B. **Proposed Approach.** Evaluation of the work to be performed to accomplish the goals outlined in the Scopes of Work in Section III.



- C. Experience of Offeror. Evaluation of the quality and quantity of the Offeror's experience and expertise in the areas proposed, supported by references.
- D. Capacity. Evaluation of the Offeror's ability and commitment to meet timeline for the Project.
- E. Price. Rate devoted to the project to achieve the deliverables in Section III.

## **SECTION VII: OTHER INFORMATION**

7.1 **Disclosure:** Proposals submitted in response to this RFP may be provided to government agencies and be subject to disclosure pursuant to the provisions of the Access to Public Records Act of the State Government Article of the Annotated Code of Maryland (the "Public Information Act"). Offerors must specifically identify those portions of their proposals, if any, which they deem to contain confidential or proprietary information and must provide justification why such materials should not, upon request, be disclosed by the State under the Public Information Act.

7.2 **Expenses:** The Bay Trust and the Contract Officer are not responsible for any direct or indirect expenses which an Offeror may incur in preparing and submitting a proposal, participating in the evaluation process, or in consequence of this solicitation process for any reason.

7.3 **Acceptance of Terms and Conditions:** By submitting a proposal in response to this RFP, (A) the Offeror accepts all of the terms and conditions set forth in this RFP; (B) the Offeror, if selected for award, agrees that it will comply with all federal, State, and local laws applicable to its activities and obligations under the Contract; (C) the Offeror shall be deemed to represent that it is not in arrears in the payment of any obligation due and owing the United States Government or the State or any department or unit thereof, including, without limitation, the payment of taxes and employee benefits, and, if selected for award, that it shall not become so in arrears during the term of the Contract; and (D) the Offeror, acknowledges that they are compliant with federal employment and non-discrimination laws and have not been debarred, convicted, charged or had civil judgment rendered against them for fraud or related offense by any government agency (federal, State, or local) or been terminated for cause or default by any government agency (federal, State, or local).

7.4 **Disadvantaged Business Enterprise/Minority Business Enterprise (DBE/MBE) Participation:** This RFP encourages the participation of DBE/MBE firms (members of a group as defined in the State Finance and Procurement Article of the Annotated Code of Maryland (the "Procurement Article"), Section 14-301(f)(i)(ii)). The Trust encourages DBE/MBE firms who meet the minimum qualifications to respond to this RFP.

7.5 **Parties to the Contract.** The contract to be entered into as a result of this RFP (the "Contract") shall be between the successful Offeror (the "Contractor") and the Bay Trust, and may be subject to the Chesapeake Bay Trust approval prior to Contract award.

7.6 **Contract Documents.** The Contract shall include the following documents: this RFP, the Contractor's Proposal (to the extent not inconsistent with the RFP or the Contract), and the Contract. In the event of an inconsistency, the Contract shall have priority over the other documents and specific conditions of the Contract shall have priority over General Conditions.

7.7 **Contract Term.** The Contract term shall commence as of a date to be specified in the Contract and, unless sooner terminated in accordance with the Contract, shall end when all work authorized under the Contract has been successfully completed, unless the Contract is renewed or extended at the sole option of the Contract Officer.

7.8 **Billing Procedures and Compensation.**

A. **Method.** The Contracts to be entered into as a result of this RFP will not exceed the small procurement threshold fixed at 41 U.S.C. 403 (11) (currently \$250,000.) The Contractor(s) must comply with billing procedures as may be required by the Contract Officer and the Chesapeake Bay Trust. These may entail monthly reporting of time and eligible expenses, or may be based upon satisfactory completion of benchmark tasks.

B. **Records.** The Contractor(s) shall submit invoices in a form acceptable to the Contract Officer and maintain records relating to the costs and expenses incurred by the Contractor(s) in the performance of the Contracts for a period of three years from the date of final Project payment under the Contracts.

7.9 **Certification.** The Offeror shall certify that, to the best of its knowledge, the price information submitted is accurate, complete, and correct as of the Closing Date, and if negotiations are conducted as of the date of "best and final offer."

8.0 **Branding.** All products (outreach materials, events) will be branded with the Chesapeake Bay Trust logo.