



NATIONAL  
ASSOCIATION FOR  
LATINO  
COMMUNITY  
ASSET  
BUILDERS

**Request for Proposal (RFP)**  
**Video Production and Videography Services**  
**Response Deadline: September 3, 2018**

**RFP OVERVIEW**

NALCAB – National Association for Latino Community Asset Builders is accepting request for proposals to provide video production and videography services for:

**Prudential Grant Subgrantee Video Projects**

NALCAB recently received the Prudential grant and distributed funds to four non-profit organizations. We are tasked with providing videos to showcase the work done by the organizations. The purpose of the Prudential Grant is to 1) establish a system to integrate rent reporting as a credit building tool into existing financial capability services; 2) strengthen culturally-relevant financial coaching services to residents; 3) connect members to nationally recognized resources to enhance program effectiveness; and 4) strengthen organizational capacity to track and report financial capability-related outcomes.

**SECTION A: NALCAB BACKGROUND**

NALCAB serves a geographically and ethnically diverse group of nonprofit community and economic development organizations that are anchor institutions in our nation's Latino communities. With funding from a variety of private foundation and corporate supporters, NALCAB directly serves more than one hundred non-profit community and economic development organizations around the country in both urban and rural markets to improve their operating efficiency, access capital, and strengthen their programs and projects.

NALCAB serves a diverse group economic and community development organizations. We also are currently engaged in multiple government contracts. This RFP is to identify qualified providers of video production and videography services for non-federal projects. Being qualified under this RFP into the NALCAB consultant pool does not guarantee a contract for work.

**SECTION B: PROCUREMENT PROCESS**

NALCAB seeks to identify individuals, firms and organizations that have the capacity to provide video production and videography services. In responding to this RFP, prospective service providers will be required to identify the service that they propose to provide as well as the geographic area in which they propose to provide that service.

NALCAB will review the qualifications of vendors that respond. NALCAB will implement a scoring system for all the proposals submitted. Respondents to this RFP that rank higher than 80 of 100 points (81 points or higher) will be accepted or “pre-qualified” to provide the proposed services. Pre-qualification to provide services is no guarantee of a contract.

NALCAB may award contracts to pre-qualified vendors based on qualifications and reasonableness of fee structure, or NALCAB may invite pre-qualified vendors to participate in a “quick bid” process by which NALCAB requests a price quote for a specific scope of work. NALCAB, at its discretion, will choose the method most appropriate to the requested service and most likely to procure the highest quality service at the lowest price.

### **SECTION C: SERVICES REQUESTED**

The purpose of this Request for Proposal is to invite proposals from qualified and experienced video production and videographers to provide the following services to NALCAB.

The projected Scope of Work includes:

#### **Pre-Production**

1. Your team will be asked to meet (can be via Skype or in person, etc.) with NALCAB staff to review established scripts, shot recommendations, subjects for interviews and travel. In collaboration with the contracted firm, NALCAB staff members will:
  - a. Work to produce the script with the contractor
  - b. Arrange the interviews at each organization
  - c. Help establish a shot list for the contractor
  - d. This must be done the week of Sept. 10 – 14<sup>th</sup>.
2. All videos should not have the exact same look, style and feel. Variations in look, tempo and emotions are expected.
3. Conduct the shoots as efficiently as possible. Experience has shown that two full days of concentrated, efficient shooting is usually all that is needed per video.
4. Wireless lavalier microphones should not be seen. Hide the microphone in the person’s clothing so it cannot be seen.
5. Secure any required subcontractors.
6. The ‘talent’ in these videos are not professional actors and need to be treated with a supportive, positive attitude throughout the production process. NALCAB Staff will secure talent release forms.

#### **Post-Production**

1. The technical specifications for the editing process are:
  - a. All music must be in stereo.
  - b. It is preferred that Final Cut Pro 7 or Adobe Premiere be used.
  - c. Final deliverable format is to be a QuickTime movie, 1920 x 1080 30P.
  - d. The final edit must have minimal to no compression to the original acquisition video format. Preferred compression format is ProRes422(HQ).

2. Post the first rough cuts to YouTube, Vimeo or other video viewing site for NALCAB staff to review.
3. Make changes as needed or requested to the rough cuts.
4. Edit final version of all videos.
  - a. All images have color correction so each scene looks consistent.
  - b. All images are within NTSC legal limits for luminance, black level and chrominance.
  - c. All audio is mixed and equalized so voices are clear and easy to understand.
5. Deliver all raw camera video and audio, final videos and other media to NALCAB on hard drives or flash media.

**Deliverables**

1. 4 Vignette Videos on the 4 sub-grantees (1 min.)
2. 1 Long format video (5 min.)

**Proposed Dates:**

<b>DATES</b>	<b>SUBGRANTEE &amp; LOCATION</b>	<b>NALCAB STAFF</b>
<b>9/20 &amp; 21</b>	<b>Avenue CDC- Houston</b>	<b>Storm &amp; Ileana</b>
<b>10/11 &amp; 12</b>	<b>IBA – Inquilinos Boricuas en Acción – Boston</b>	<b>Laura &amp; Irene</b>
<b>10/18 &amp; 19</b>	<b>The Resurrection Project - Chicago</b>	<b>Jeremiah &amp; Irene</b>
<b>TBD BY CONTRACTOR (AFTER 10/20)</b>	<b>Los Angeles</b>	<b>No Staff Assigned</b>
<b>NOVEMBER 15TH</b>	<b>1st rough cuts of all 5 videos</b>	
<b>DECEMBER 15TH</b>	<b>Final video delivered</b>	

**SECTION D: EVALUATION FACTORS**

The proposals submitted will be evaluated based on expertise using the information requested and submitted pursuant to this RFP. The following evaluation factors shall be used to select the proposal(s), which are most advantageous to NALCAB for this project.

EVALUATION FACTORS AND SCORING:

- Relevant demonstrated organizational experience - **30 points**
- Relevant demonstrated qualifications of the key staff to provide services - **30 points**
- Feasibility of providing services in the selected geographic region – **20 points**
- Reasonableness of fee structure - **20 points**

**SECTION E: PROPOSAL SUBMISSION - FORM OF RESPONSE**

1. *Cover Sheet*: Complete the cover sheet included as an appendix to this document.

2. *Narrative (not to exceed 10 pages, excluding forms and resumes)*

Related Experience –

1. Provide a description of the firm’s experience providing video production and videography services to organizations in the non-profit organization sector.

*Greater weight will be given to experience in the past three years.*

2. Provide names and contact information for other similarly sized clients of your firm.

Qualifications of Key Staff –

3. Provide the names and qualifications of all key staff to be dedicated to providing video production and videography services.

*While resumes may be included as an appendix, this section should include brief biographical statements for each team member.*

Approach to Providing Services –

4. Describe how the firm will provide the proposed services and the geographic areas in which the firm can provide services (e.g. national, regional, specific states, counties or cities).

*The respondent should identify a primary point of contact and describe any standards of responsiveness, processes for ensuring quality control and any other information that indicates how the respondent manages its client relationships.*

Staffing –

5. Identify the lead representative(s) who will be assigned to this job.
6. Describe how your agency will work with any affiliated partners, contracted vendors or outside personnel (i.e., subcontractors) and the areas that will be sub-contracted.
7. Provide name and contact information for any partner vendors being utilized in the execution of services for this RFP.

Timeline –

8. Please provide a timeline for execution of deliverables and services.

Fee Structure –

9. Describe the firm’s fee structure for delivering video production and videography services.

*This must include daily rates for all staff/ positions proposed to provide services. The firm should clearly identify overhead and profit rates.*

10. Provide a budget line per service rendered.

11. Describe how you will bill for additional costs incurred in relation to this project.

**3. Insurance Requirements**

All respondents shall provide proof of their own liability insurance for no less than \$1million. Upon entering into a contract, any selected respondent will be required to provide a certificate of insurance naming NALCAB as an additional insured.

Additional insurance requirements, including Worker’s Compensation requirements will be identified prior to entering into contract, as is appropriate to the scope of services.

**4. Licenses and Certifications**

Respondents should provide evidence of any relevant licenses, certifications and other credentials that relate to the services that the respondent proposes to provide.

## **SECTION F: PROPOSAL SUBMISSION – TIME AND PLACE**

All interested parties, please submit proposals to this request for proposal by Sept. 3, 2018 to [ichavez@nalcab.org](mailto:ichavez@nalcab.org).

### **Final Selection will be notified by September 10, 2018**

If you need additional information concerning our organization or if you have general questions that will help you to prepare your proposal, please contact Irene Chavez, Director of Resource Development and Strategic Communications at (210) 305.5177 or [ichavez@nalcab.org](mailto:ichavez@nalcab.org).

Proposals will be accepted electronically. Please e-mail completed packages as a PDF file and include the NAME OF BIDDER in the subject line. Please e-mail complete proposal with required attachments to Irene Chavez at [ichavez@nalcab.org](mailto:ichavez@nalcab.org).

The envelope must have the following notation on the bottom left hand corner of the proposal, “RFP for Video Production and Videography Services”.

Facsimile and Mailed Copies will not be accepted. All proposals will become property of NALCAB upon submission.

## **SECTION G: TERM OF QUALIFICATION**

Once qualified through the RFP process, NALCAB will issue a pre-qualification letter to the vendor. The vendor will be deemed pre-qualified for four years. This pre-qualification does not guarantee vendors contracts to provide video production and videography services under any of the NALCAB programs.

## **SECTION H: ADDITIONAL NOTICES**

NALCAB reserves the right to reject any and all proposals, to waive technicalities, to award contracts pursuant to the best interest of the NALCAB and its funders. NALCAB may enter into numerous contracts with one or more providers deemed qualified through this procurement process.

NALCAB encourages responses from small, minority-owned, women-owned and Section 3 businesses as well as from firms that partner with such disadvantaged business in a substantive way.

# Request for Proposal (“RFP”) for Community and Video Production and Videography Services

## Cover Sheet

Name of Service Provider: \_\_\_\_\_

EIN #: \_\_\_\_\_

DUNS #: \_\_\_\_\_

Principal address: \_\_\_\_\_

Primary Point of Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Geographic areas in which the vendor proposes to provide the service (check all that apply):

- National
- Regional (please describe: \_\_\_\_\_)
- Specific States, Counties or Cities (please list: \_\_\_\_\_)

# Request for Proposal (“RFP”) for Community and Video Production and Videography Services

Team Member Name	Position	Staff or Consultant (S or C)	Fully Loaded Hourly Rate

Please indicate the percentages for overhead and administration that are already included in your fully loaded hourly rates listed above.

Overhead: \_\_\_\_\_%

**(Please provide resumes for each team member listed with proposal)**

Please explain any additional fees: