



REQUEST FOR PROPOSAL FOR DIGITAL VIDEO PRODUCTION Project: Video to highlight Linking Engineering to Life program

About Vermont Afterschool

[Vermont Afterschool \(VTA\)](#) is a 501(c)(3) statewide nonprofit organization dedicated to ensuring that the children and youth in every Vermont community are able to benefit from the power of afterschool, summer learning, and third space programs during the out-of-school time hours. We believe that young people make a better Vermont and all children and youth in Vermont have the right to opportunities that will help them grow into happy and healthy adults.

VTA's dedicated staff serve the organization's mission by:

- Strengthening third-space programs and professionals through a broad array of quality learning opportunities and professional development;
- Expanding access to third-space programs to meet the needs of working families; and;
- Empowering youth by supporting youth voice and engagement and ensuring all youth have opportunities to build protective factors, develop workforce and life skills, receive academic support, and pursue their career aspirations.

One VTA project that serves to strengthen third-space programs and empower youth is [Linking Engineering to Life \(LEL\)](#). LEL works to eliminate barriers of participation by recruiting diverse youth and training afterschool program leaders on how best to include youth from a spectrum of economic, geographic, racial, and gender identities. Through LEL, middle school girls and non-binary students have access to an exciting hands-on curriculum, including all materials and activities, as well as college-aged mentors from a local university STEM program.

Project Overview

VTA seeks proposals for digital video production services—the production, editing, and styling—of one 5-minute video highlighting the organization's LEL program through shot footage of LEL students, mentors, and locations; multiple interviewed subjects; new and archival B-roll footage; and stock background music.

VTA will serve as producer of this project, with two staff members who can manage the scheduling of interviews; conducting the interviews; and writing the script. The videographer will be responsible for pre-production technical advice on developing the video; setting up individual shots for best possible sound, video, and lighting; filming the individual clips; and editing,

assembling, and revising the final video with suggestions from VTA. The videographer is responsible for supplying all video equipment.

1. Concept and Development Meetings
 - The videographer will meet as needed in person or by phone/email/Slack to assist with the development of the video including its format and schedule for production.
2. Filming
 - Approximately 5–7 interviews will take place at two-to-three LEL programs on two-to-three specific days as scheduled by VTA, the LEL programs, and the videographer.
 - In addition, there may be 2–3 hours of filming and conducting an interview at a corporate partner’s facility.
 - The videographer will be responsible for setting up all aspects relating to the sound and lighting for filming.
3. Editing
 - The videographer will edit and organize the final audio and video clips and complete any other digital manipulation (e.g., title cards, logos, etc.) of the material necessary for project completion.
 - The videographer will deliver a first rough cut to VTA by an agreed upon deadline, and VTA reserves the right to make at least three rounds of edits before the final video product is approved.
4. Final Copies
 - The videographer will provide VTA with the digital file for the finished LEL Highlight video.
 - The videographer will provide VTA with digital files of the raw footage from the film shoots/interviews.
 - The videographer assigns all present and future rights to the materials produced during the project to VTA and may not reproduce or reuse the materials for any purpose without written permission of VTA.

Timeline (estimated)

- RFP released – Wednesday, January 18, 2023
- Proposal deadline – Wednesday, February 1, 2023
- Proposal approval/Contract date – No later than February 8, 2023
- Filming – February 8–February 24, 2023
- First Rough Cut Due – March 20, 2023
- Final Video File Due – March 31, 2023

Budgeting Considerations

The grant funds designated for this video project must be spent by March 31, 2023. While final video delivery can be after March 31, 2023, our grant funding will only allow us to be invoiced for services through March 31, 2023.

Proposal Request

1. Provide a brief bio of yourself, or overview of your company or business.
2. Provide samples of work relevant to this project, promo reel (if available), and references from previous clients.
3. Discuss you or your company's experience with projects like this.
4. List the capabilities, assets, resources you or your company will bring to bear on this project.
5. Please indicate which parts of the project, if any, you will be subcontracting to other companies.
6. Itemized and total cost for specified services.

Please submit your proposal electronically to Seth Hibbert at Vermont Afterschool (seth@vermontafterschool.org) by no later than Wednesday, February 1, 2023.