



**REQUEST FOR PROPOSAL FOR DIGITAL VIDEO PRODUCTION**  
**Project: Video to highlight Vermont Youth Project**

**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 empower youth is the [Vermont Youth Project \(VYP\)](#). VYP is a statewide initiative supporting communities with building an environment that embraces positive youth development. As the state developer and manager of VYP, Vermont Afterschool helps participating communities establish local coalitions centered around positive youth development, creating localized plans to address risk and protective factors of youth, supporting youth voice and engagement, and building cross-sector partnerships and collaboration. Communities that participate in VYP commit to empowering youth and creating healthy accessible spaces for youth to be themselves, engage with peers, learn new skills, and connect with caring adults.

**Project Overview**

VTA seeks proposals for digital video production services—the production, editing, and styling—of:

- One 5-minute video highlighting VYP through shot footage of VYP youth engaging through the VYP process at multiple locations; multiple interviewed subjects; new and archival B-roll footage; and stock background music.
- Two 30–60-second videos edited down from the 5-minute video for marketing and social media uses.

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 videos; setting up individual shots for best possible sound, video, and lighting; filming the individual clips; and editing, assembling, and revising the final videos 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 videos including their format and schedule for production.
2. Filming
  - Approximately 5–7 interviews will take place at 3–4 VYP sites on 3–4 specific days as scheduled by VTA, the VYP coordinators, and the videographer.
  - 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, closed captioning etc.) of the material necessary for project completion.
  - The videographer will deliver a first rough cuts to VTA by an agreed upon deadline, and VTA reserves the right to make at least three rounds of edits before the final video products are approved.
4. Final Copies
  - The videographer will provide VTA with the digital files for the finished VYP Highlight videos (with closed captioning).
  - 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 – Tuesday, April 2, 2024
- Proposal deadline – Wednesday, April 24, 2024
- Proposal approval/Contract date – No later than May 8, 2024
- Filming – May 8–August 31, 2024
- First Rough Cut Due – September 30, 2024
- Final Video File Due – October 15, 2024

#### **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](mailto:seth@vermontafterschool.org)) by no later than Wednesday, April 24, 2024.**