



## REQUEST FOR PROPOSAL: VIDEO

### Who we are:

Meet Chicago Northwest is the destination sales and marketing organization for eight vibrant communities on the northwest edge of O'Hare International Airport. Representing Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood and Wood Dale. We work to bring visitors to our destination to create economic impact for our region.

We represent 60+ hotels including five large meeting hotels; Renaissance Schaumburg Convention Center Hotel, Westin Chicago Northwest, Hyatt Regency Schaumburg, Eaglewood Resort and Spa and Chicago Marriott Schaumburg. Our largest meeting space is the 100,000 square foot trade show floor at the Renaissance Schaumburg Convention Center Hotel.

We also represent nearly 700 restaurants from unique family-owned restaurants to Chicago favorites. We also represent dozens of first-class attractions such as Topgolf, Woodfield Mall, ENTERRIUM, Improv Chicago, Laugh Out Loud Comedy Club, X-Golf, Medieval Times, Selfie WRDL, Peppa Pig, LEGOLAND Discovery Center, Metropolis Performing Arts, Hey Nonny Live Music and Arlington Alfresco.

Working predominantly with the hotels, restaurants and attractions, Meet Chicago Northwest proactively sells and markets to meeting, event and sport tournament producers nationwide to fill our hotel rooms, restaurants and attractions large and small.

### What we need:

#### ONE 1:30-2:00 Minute Meeting Sales video

**How it will be used** — our sales team will be using this video during sponsorship presentations. They'll talk about the region, meeting spaces and lead into this video.

**What needs to be included** — showcase the region (after session things to do, places to eat and top 5 hotels). Be high energy, fast paced and attention grabbing. Incorporate branding from our new sales ad campaign — ON THE EDGE OF O'HARE AND IN THE MIDDLE OF EVERYTHING. Final seconds should include our logo, state logo and county logo.

- Previous video: <https://youtu.be/MhnfUPoFSrE>

#### Two 30-second Hype Videos (one adult activities and one with kid-friendly activities)

**How it will be used** — advertising through LinkedIn and other sources, passing along to customers for use at their previous year conference to get attendees excited about coming to Chicago Northwest, sponsorships where we can only show a video.

**What needs to be included** — showcase after session things to do, places to eat for both an adult and kids. Incorporate branding from our new sales ad campaign — ON THE EDGE OF O'HARE AND IN THE MIDDLE OF EVERYTHING. Final seconds should include our logo, state logo and county logo.

Assume you will need to shoot b-roll/drone and do not have any clips from partners.

### **Request for Proposal Timeline:**

August 7, 2023: RFP released and advertised

August 14, 2023: Deadline for questions from prospective bidders submitted to MCNW

August 28, 2023: Deadline for proposal submission

August 29-September 1, 2023: Internal review of proposal submissions

September 8, 2023: Contract awarded

October 31, 2023: Video completion

### **FINAL DELIVERABLES**

- MP4 & MOV files for each of the three videos
- Packaged video files for use with Adobe Premiere
- Any b-roll video clips shot

### **CONTACT**

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