



REQUEST FOR QUOTES: VIDEO SERVICES FOR EXPERIENCE COLUMBIA SC

Contact:

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Experience Columbia SC (ECSC) is seeking quotes and information from multiple vendors to produce video content that will enhance our marketing efforts to visitors and locals.

If you're providing a quote on this project, we know you're a Columbia region enthusiast. You love living here and want to share how awesome the region is with the world. We hope you'll join us in sharing that love for the heart of SC for everyone to see!

As a brand, ECSC is not only competing with other destinations and their content, but also everyone else who's producing content (from your local coffee shop to your mom!). We're going to be looking for the right video partner who can help us stand out in the news feeds and e-newsletters of our target audiences.

VIDEO CONCEPTS

This RFQ includes two video concepts. Vendors may choose to submit a quote for one or both concepts. ECSC may choose one vendor for both concepts or differing vendors for each concept depending on RFQ submissions and the strengths of each vendor.

Concept 1

Glamour Leisure Video: A visual representation of Columbia's gritty spirit showcasing our restaurant scene, world-class attractions, public art and festivals. There will be two versions of this video. One with a voiceover that speaks to potential visitors and one with a voiceover that speaks to locals in an effort to increase local pride.

Length: 30 second and 15 second versions of each video are required

Budget: \$20,000-\$30,000



Concept 2

Annual Report Video: A visual representation of the ECSC annual report to share how tourism affects the economic development of the region and ECSC's role in the region's development + share statistics like annual visitors, meetings hosted, advertising impressions, hotel bookings, economic impact, etc. This video could incorporate video and graphics, or music and graphics. ECSC will provide all statistics.

Length: 2 minute and 30 second versions of this video are required

Budget: \$10,000-\$20,000

TIMELINE

August 12: Distribution of RFQ

August 17: Questions received from potential vendors

August 19: Answers distributed

August 24: Quotes provided to ECSC

August 24-26: Evaluation of quotes

August 29-September 2: Phone or in-person interviews (by request of ECSC if applicable)

September 6: Projects awarded

October 19: Project complete and in-hand to ECSC

BACKGROUND OF EXPERIENCE COLUMBIA SC

Really, the long and short of it is that we are tasked with inspiring people to visit the Columbia region. That could be through leisure trips, conferences, meetings, or sporting events.

We are a 501(c)(6) not-for-profit organization located in Columbia, South Carolina. The organization is comprised of two sister organizations (Midlands Authority for Conventions, Sports & Tourism and the Columbia Metropolitan Convention & Visitors Bureau DBA Experience Columbia SC) responsible for various components of promoting and marketing tourism throughout Richland County, Lexington County and the City of Columbia. The two sister organizations are made up of three brands, each with a specific set of responsibilities related to promoting and marketing the Columbia region. The three brands are Experience Columbia SC (also known as the CVB), the Columbia Metropolitan Convention Center (CMCC) and Experience Columbia SC Sports.

Additional information about our organizations can be found at ColumbiaSCTourism.com.

NOTES

Because this is a request for quotes and not a request for proposals, we will not be scoring the vendors in any formal way. As with any project, the quality of answers and quality of previous work or proposed ideas,



along with overall budget and ability to adhere to deadline, will determine whether we move forward with a particular vendor. B-roll is expected to be shared with Experience Columbia SC as a part of the services.



Midlands Authority for Conventions, Sports & Tourism

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