



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 sales tactics in **recruiting meeting & convention and sports group business** to the Columbia region. While the ECSC team has some ideas and directions for the project, we are open to other creative concepts.

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

BACKGROUND OF EXPERIENCE COLUMBIA SC

Really, the long and short of it is that we are tasked with inspiring people to visit Columbia. 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, the Columbia Metropolitan Convention Center (CMCC) and Experience Columbia SC.

Additional information about our organizations can be found at the following links:

[Experience Columbia SC](#) | [Columbia Metropolitan Convention Center](#) | [Experience Columbia SC Sports](#)



Midlands Authority for Conventions, Sports & Tourism

1101 LINCOLN STREET | COLUMBIA, SC 29201 | EXPERIENCECOLUMBIASC.COM

VIDEO CONCEPT

Look anywhere on social media, and you're going to quickly find video. As a brand, we're 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. We foresee this video including upbeat music and a voiceover and would like a mix of traditional video footage and drone footage, if possible.

Our videos have to look good and make users stop in their scroll, but they also have to tell a story and provide critical information to potential meeting planners. **We're looking for three types of videos.**

****B-roll footage for each video is expected to be shared for cost efficiency and time restraints.***

Long-form meeting & convention video

This form will be approximately 2 minutes and is intended to show leisure and meetings-focused attributes of the Columbia region. Some attributes that are important in our sales pitch include:

- Columbia's location and ease of access (regional airport + three interstates)
- Meeting space of the CMCC and its proximity to hotels and restaurants
- Number of hotel rooms in the downtown area
- Walkability of our downtown districts + manageable traffic and parking
- Affordability of our destination compared to some of our competitor cities, i.e., Charlotte, Charleston
- Local food & beverage scene, including burgeoning brewery scene
- World-class attractions
- Vibrant public art scene
- Proximity to nature activities
- ... Just to name a few

Long-form sports group video

This form will be approximately 2 minutes and is intended to show leisure and sports-focused attributes of the Columbia region, as it relates to sporting group business. Think less collegiate and more focus on tournaments. Some attributes that are important in our sales pitch include:

- B-roll of sporting events that are occurring in the spring, i.e., golf tournaments, baseball tournaments, soccer tournaments, etc. (We will guide you in which events to capture.)
- Columbia's location and ease of access (regional airport + three interstates)
- Walkability of our downtown districts + manageable traffic and parking
- Affordability of our destination compared to some of our competitor cities, i.e., Charlotte, Charleston



- Local food & beverage scene, including burgeoning brewery scene
- World-class attractions
- Vibrant public art scene
- Proximity to nature activities
- ... Just to name a few

Short form

This form will be 30 seconds or less and is intended to grab a meeting planner's attention when they are at the top of the planning funnel and have not yet made a decision on where to host their next meeting. We want to stop them in their scroll and wow them in their inbox, making them feel like Columbia is the unexpected destination they've been looking for. This form will also be used to promote future meetings in Columbia so that meeting attendees are not only excited for their business trip but may also consider extending their trip or bringing a loved one along with them.

Uses:

These videos will be used on our websites, YouTube channel, organic and paid social media posts, third-party websites and advertising placements related to the meetings industry, e-newsletters, and be used at tradeshows in the booth and at sponsored events when applicable.

Examples:

[Experience Columbus Ohio](#)

[Little Rock Convention & Visitors Bureau](#)

TIMELINE

****We understand that this is a tight timeline for a large project. We are willing to be flexible on some of the details for the final product in-hand date, i.e., final editing and review process, etc. but need to keep the majority of the project complete by the date listed below.***

April 19: Distribution of RFQ

April 22: Questions received from potential vendors

April 23: Answers distributed

April 26: Quotes provided to ECSC

April 27-28: Evaluation of quotes

April 29 – May 3: Phone or in-person interviews (by request of ECSC if applicable)

May 5: Project awarded for FY 18-19

June 30: Project complete and in-hand to ECSC



BUDGET

**This budget just serves as an estimated range. ECSC is a non-for-profit organization and competitive proposals are noted and appreciated.*

\$15,000 - \$25,000

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 or not we move forward with a particular vendor.

EXPERIENCE  **COLUMBIA SC**

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