



Marketing New Castle County & the Brandywine Valley

Greater Wilmington Convention and Visitors Bureau

Request for Proposal: Video Production Services

Overview

The Greater Wilmington Convention and Visitors Bureau (the Bureau) is requesting proposals for the production of a video promoting Northern Delaware as a destination for sports tourism. The project also includes shooting background video at major sports tourism facilities that those facilities can then use to create videos specific to them.

This project supports the Bureau's mission: to stimulate economic growth for New Castle County and elevate Greater Wilmington as a tourism destination by attracting visitors for leisure travel, events and conferences.

Sports tourism is one of the fastest growing sectors in the tourism industry and a significant revenue generator in Northern Delaware. According to the Sports Events and Tourism Association's State of the Industry Report, sports tourism in the U.S. had a total economic impact of \$128 billion in 2023.

The Bureau is a nonprofit 501(c)(6) organization founded in 1978, chartered by the Governor of Delaware, the New Castle County Executive and the Mayor of Wilmington. For more information on the Bureau, visit www.VisitWilmingtonDE.com.

Project Description

The purpose of this video project, funded through an ARPA grant allocated to the Bureau by New Castle County government, is to position Northern Delaware as a leading destination for sports tourism. The video will be promoted through a marketing and advertising campaign supported by ARPA grant funding, the Bureau's own marketing dollars and those of the Delaware Tourism Office. The marketing campaign is a separate scope of work and not included as part of this RFP.

The main deliverable, a produced video, will be an inspirational piece that promotes the region's sports tournament offerings including activities that can be enjoyed in between matches or games. In addition to generating business for the region's sports tourism facilities, the objective of this project is to increase the number of overnight bookings at area hotels, increase restaurant and retail sales, and encourage visitation to area attractions when sports tournaments are taking place in our region.

The Bureau will contract with a local video production company to shoot video over the course of one year to ensure all major sports facilities, sports and sports seasons are captured. The region's major sports facilities are:

- BPG Sports/Chase Fieldhouse, Wilmington
- Chase Center on the Riverfront, Wilmington
- Delcastle Recreational Park, Wilmington
- Frawley Stadium, Wilmington
- Goldey Beacom Athletics, Pike Creek
- Kirkwood Sports, New Castle
- Midway Softball, Wilmington
- Patriot Ice Center, Newark
- STATS Sports Complex, Bear
- UD Athletics, Newark

The purpose for this extended filming time is to create a b-roll video catalog and stills, in addition to the produced video, that the sports tourism facilities and those that promote sports tourism would then have access to use for their own marketing purposes.

The Bureau, in collaboration with the Delaware Tourism Office, will then work with the contracted production company to create a series of produced pieces of varying lengths (see Deliverables) with inspirational music, script and voiceover that can be used to market Northern Delaware as a destination for sports tourism.

Target Audiences

The target audiences are sports event management professionals, sports tournament competitors and the parents/guardians of youth sports tournament competitors.

Deliverables

- One (1) 60-second sports tourism video
- One (1) 30-second tourism video
- One (1) 15-second tourism video
- One (1) b-roll strip (RAW)

- One (1) b-roll strip (color-corrected)
- Still photography assets for each filmed sport and sports facility

Technical Requirements

- Video must be high-definition broadcast quality
- The video should include music, creative graphics and voice over
- Video must be able to be used in multiple mediums – broadcast, web, social, etc.

Video Production Partner Role

- Project Management
 - Ensure alignment with overall project timeline
 - Work with the Bureau’s marketing team to set and track project milestones in accordance with the overall timeline
 - Provide routine status updates
 - Manage costs of time and materials to remain within budget
 - Proactively identify and communicate challenges
 - Coordinate quality control of all production work and deliverables
 - Provide a single point person to oversee the partnership
- Creative Design
 - Provide creative direction that incorporates the region’s existing brand within the video and gives thought and consideration to the development of future videos
 - Work with the Bureau’s marketing team to set the direction for filming, including but not limited to: developing content and narrative, identifying shot lists, securing subjects to film and necessary video consent forms, script development, and voiceovers where applicable
 - Identify and collaboratively design the necessary video, graphic and sound elements required for the video
 - Ensure continuity of message and brand throughout the video
- Filming and Editing
 - Work with the Bureau to develop an approach to conducting field shoots
 - Prepare on-site locations for filming. Preparations may include, but are not limited to: reviewing shot lists with the Bureau’s marketing team; scouting

the location prior to filming; and adapting the filming approach to ensure minimal disruptions to film participants, as well as patrons and workers at filming locations

- o Provide music and VO talent (non-union)
- o Work with the Bureau to coordinate and conduct field filming throughout New Castle County to capture all footage required to make the video
- o Utilize .mp4 and .mov video formats and 4K high-definition resolution
- o Upload unedited raw footage with metadata tags to a designated storage area
- o Work with the Bureau's marketing team to review rough cuts, develop the sequence of video clips, and identify gaps in footage for additional filming
- o Edit to final production professional grade copy with absolute attention to detail on all video, graphic and sound elements
- o Deliver or upload final edited versions of the video to the Bureau on DVD and/or via a designated storage area

The Bureau's Role

- Project Management
 - o Provide a dedicated point of contact to serve as liaison with the Video Production Partner
 - o Work with the videographer to set overall project timeline and milestones, track project status, identify challenges and facilitate solutions
 - o Monitor costs to remain within budget
- Creative Design
 - o Work with the videographer to set the direction for filming, including but not limited to: developing content and narrative, identifying shot lists and participants, developing a script, and arranging interviews where applicable
 - o Collaborate with the partner to ensure the Bureau's brand and message are held true and do not deviate from the intended purpose and audience
- Filming and Editing
 - o Aid in securing necessary permissions and admittance to Bureau member locations selected as filming locations

- Provide feedback and final approval on the final, produced pieces

Proposed Timeline

Mid-September 2024	Begin shooting fall sports and lifestyle footage, stills
Mid-January 2025	Begin shooting winter sports, stills
Mid-April 2025	Begin shooting spring and summer sports and seasonal lifestyle footage, stills
Mid-June to July 2025	Production of video and edit stills
September 2025	Marketing campaign launch

Requirements for Proposal Presentation

Applicants to this RFP may specialize in a particular area of video production, design or video filming and editing, or possess the full range of capabilities required by the project. They must have a thorough knowledge of the region and its sports tourism offerings.

Given the highly collaborative nature of the project, all applicants must have the demonstrated ability to work seamlessly across teams to identify and leverage knowledge and resources in a cost-effective manner.

Budget

The total budget for this project shall not exceed \$70,400.

Technical Proposal

This section details the submission documents that are expected to be transmitted by the applicant to the Bureau in response to this RFP. The submission will become the basis on which the Bureau will judge the applicant's ability to perform the required services as laid

out in the RFP. The proposal must communicate the candidate's creative vision for the project and understanding of the scope and deliverables of the RFP, describe how the tasks are to be performed, and identify potential problems in meeting the deliverables, as well as methods to identify and solve problems.

- **Cover Page:** including company name, contact information, company biography and proposal summary
- **Project Narrative Plan:** communicates project vision, commitment to project scope and overall timeline, proposed project plan/schedule, and approach to project management
- **Organizational Capacity:** resumes and/or summary biographies of key project personnel with detailed description of their roles related to the project; description of any subcontractors and their work, including but not limited to resumes and/or summary biographies
- **Equipment:** detailed description of equipment required for project including the identification of equipment that partner(s) owns and/or rents
- **Cost Proposal:** an itemized list of charges per equipment or service and the grand total, with points awarded based on cost-efficiencies; please include regular and overtime rates
- **Related Project Experience:** evidence of successful service of projects of similar size, scope and complexity, as detailed above, including demonstration of ability to work collaboratively with client teams and other vendors; please include two samples of relevant video production work, tourism, hospitality or sports related videos preferred
- **Recommendations:** two professional references/letters of recommendation from two current clients. Current shall mean references for whom the vendor has performed work within the past 12 months. Organization name and contact information must be provided.

Scoring

The Bureau's proposal evaluation team shall assign up to the maximum number of points for each evaluation item to each of the proposing vendor's proposals. All assignments of points shall be at the sole discretion of the proposal evaluation team. The proposal evaluation team may also request interviews from video production company candidates following the scoring phase in order to make a final decision.

Criteria	Rating Scale
Project Narrative	0 - 20
Organizational Capacity	0 - 10
Equipment	0 - 10
Related Project Experience	0 - 20
Recommendations	0 - 10
Work Samples	0 - 20
Proposed Cost	0 - 10
TOTAL:	0 - 100

Delivery

Email electronic copies of the proposals to Jennifer Boes, Executive Director, at jenboes@visitwilmingtonde.com. Please label clearly as 2024-2025 Video Production Services RFP. Proposals must be received by Friday, August 23, 2024 no later than 4:30 pm EST.

Please note the following:

- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation.
- Any proprietary material submitted with the proposal that is considered confidential by the bidder must specifically be so identified, and the basis for such confidentiality must be specifically set forth in the proposal.
- Incomplete or late responses will be removed from consideration.
- Submission of quote does not constitute any type of binding agreement or contract between the Bureau and applicant.
- The Bureau assumes no responsibility for any cost incurred in developing a response to this RFP.
- The Bureau reserves the right to accept or reject responses to this RFP at its sole discretion.

Questions

Questions about this RFP should be submitted in writing to Jennifer Boes at jenboes@visitwilmingtonde.com by 4:30 p.m. on Friday, August 16, 2024. Please use the subject line 2022 Video Production Services RFP. Responses to received questions will be shared with all applicants. Finalists may be asked to interview with the GWCVB marketing team prior to the project being awarded.

Process Schedule

Release RFP	Mon., July 29, 2024
Final Date for Receipt of Questions by 4:30 p.m. EST	Fri., August 16, 2024
Final Date for Official Responses to Questions	Tues., August 20, 2024
Proposals Due by 4:30 p.m. EST	Fri., August 23, 2024
Applicants Notified of Status/Next Steps	Fri., August 30, 2024
RFP Award Announced	Fri., September 6, 2024