

REQUEST FOR PROPOSAL: VIDEO PRODUCTION

The Branson CVB is seeking a video production company to shoot and edit/finalize video content which may include, but is not limited to the following:

1. Eight regular shoots, seventeen snackable shoots:
 - a. Branson Moments – Snackable Shoots
 - i. Summary: A series of videos showcasing unique Branson locations and experiences. Through a combination of POV-style, high-resolution footage and high-quality audio effects, these inspiring videos will give the viewer the sensation of being present in the moment. Final list of “moments” or locations is TBD.
 - ii. Estimating 5-15 seconds
 - iii. Quantity: 10+
 - b. You Never Know What Will Happen Next
 - i. Summary: This comedic series of short videos embraces the unexpectedly surreal side of Branson. Through a series of short video vignettes, different combinations of local talent and colorful characters interact with iconic places in a way that showcases the destination with a sense of humor. Locations TBD.
 - ii. Estimating 30 second to 1 minute
 - iii. Quantity: 4
 - c. Fishing on Table Rock Lake
 - i. Summary: Guided fishing series giving tips and tricks for successful fishing on Table Rock Lake.
 - ii. Estimated 3-4-minute full length and 1 minute or less segments
 - iii. Quantity: 4
 - d. Events Footage
 - i. Summary: Capture 2017 event footage to be used to create videos for 2018 promotion. Final event list TBD.
 - ii. Estimating 1 minute or less
 - iii. Quantity: 5
 - e. Edit videos from existing assets
 - i. Summary: Short social promo videos sliced together from existing assets.
 - ii. Estimating 30 second to 1 minute
 - iii. Quantity: 2



Requirements:

1. Shoots
 - a. Ability to execute vision stated in brief. Please note that all lighting, equipment, travel, materials, talent and time should be accounted for in bids submitted.
2. Editing
 - a. Music bed selection, cost included in production
3. Talent sourcing

Other Considerations

Once selected, the respondent must be prepared to begin work with the CVB immediately.

Evaluation of the proposals will be under the jurisdiction of the Branson Convention & Visitors Bureau. The CVB will evaluate all proposals submitted and engage in interviews and/or discussions with the respondents deemed most qualified.

After the completion of the RFP process, the CVB will select the respondent that best represents itself as capable of meeting the needs of the Branson CVB.

The CVB reserves the right to reject any or all submittals or to waive any minor defects or irregularities in any submittal. The CVB further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals otherwise request additional information from any or all applicants.

Proposal:

In no more than two pages, describe professional experience in video production and editing, demonstrating your company's ability to meet the requirements stated above.

Tentative RFP Timeline:

Jan 19	Send RFP
Jan 26	Due Date for Responses
Feb 2	Selected partner announced

Interested companies should submit their response via email by 5pm CST on Thursday, January 26, 2016 to:

Liz Mabe
Director of Digital Marketing
Branson Convention & Visitors Bureau



E-Mail: lmabe@bransoncvb.com

Please direct any questions to Liz Mabe at the email address noted above.