



Subject: Request for Proposals – Videography and/or Still Photography Services

Date: December 20, 2018

**Purpose:**

Bay Aging is planning to contract for videography and still photography services to support the redesign of our website, align the website’s content and our marketing materials with the company’s new branding and updated messaging, and support the execution of strategic marketing activities. Bay Aging’s core service area includes the four counties of the Northern Neck and six counties of the Middle Peninsula of Virginia with additional services in adjacent jurisdictions and others operating on a statewide basis. Programs are designed to support primarily seniors and people with disabilities living independently in their communities for as long as possible. Bay Aging also operates the region’s public transportation system, Bay Transit. Proposers are encouraged to offer both videography and photography services or partner to enable Bay Aging to realize the process efficiencies and cost savings that typically come from working with a single vendor or team.

**General Activities:**

Through consultant/contractor request for information and consultant/contractor-facilitated input sessions with the Bay Aging project team, the consultant/contractor will gather all relevant information necessary to create brand messaging and “stories” that are consistent with Bay Aging’s recently completed brand renewal and graphic standards. Updated messaging will be developed into content for the video vignettes as well as a roster of still photographs that Bay Aging will use to support and compliment the updated website and marketing materials.

**Grant Funding:**

Bay Aging receives federal, state and local government funds to operate some programs and as such, must adhere to all related federal, state and local provisions. Additionally, this project may be fully or partially funded through grants. Therefore, the selected Contractor must also agree to comply with all federal, state and local laws, regulations and procedures.

Bay Aging is an Equal Opportunity Employer. All contracts shall contain a provision requiring compliance with E.O. 11246, “Equal Employment Opportunity,” as amended by E.O. 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and as supplemented by regulations at 41 CFR part 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, and Department of Labor.”

**Timeframe:**

Overall project – January 2019 through June 2019

See included section below entitled “Bay Aging Marketing & Rebranding Strategy Goals/Objectives”



**Evaluation of Consultant/Contractor:**

Vendors shall be evaluated on a weighted scale that considers the following criteria:

1. Adequacy of the proposed methodology
2. Skill and experience of key personnel
3. Demonstrated experience
4. Compliance with administrative requirements of request for proposal (format, due date, etc.)
5. Vendor's demonstrated commitment to the nonprofit sector
6. Results of communications with references supplied by vendor
7. Ability/commitment to meeting time deadlines
8. Cost
9. Minority- or women-owned business status of consultant/contractor

Submit service proposal electronically, **on or before January 28, 2019**, to Michael Norvell, Vice President, Business Development and Marketing, at [mnorvell@bayaging.org](mailto:mnorvell@bayaging.org) with the following included:

1. Cover letter
2. Consultant/Contractor, including key personnel, resume and experience
3. Description of consultant/contractor's experience, if any, working with the nonprofit sector
4. A minimum of three professional/customer references
5. Proposed cost
6. Minority- or women-owned business status of consultant/contractor
7. Portfolio materials

Bay Aging reserves the right to reject any and all proposals. Questions should be directed to Michael Norvell at [mnorvell@bayaging.org](mailto:mnorvell@bayaging.org) or (804) 286-9202, extension 1333.

**Project Requirements:**

Requirements for the Videography and/or Still Photography Services project include:



1. Develop messaging for each of Bay Aging’s service segments (e.g. Bay Transit, Meals on Wheels, Home Care Services, VAAACares, Housing, etc.) through input sessions with a project team composed of select members of Bay Aging’s senior leadership members.
2. Develop story boards outlining the content for the videos informed by the input sessions, Bay Aging’s marketing plan, as well as demographic, cultural and market trends.
3. Develop scripts for the videos informed by the input sessions and approved story boards.
4. Organize the story boards and draft video scripts so the videos can be segmented into short (30-to-60 second) stand-alone video vignettes which can be viewed individually or together as a single (4-to-6 minute) video.
5. Develop an image library of photo assets that Bay Aging will use to update the website and/or promotional materials (all photo assets will be the property of Bay Aging).
6. Produce copyrighted videos that can be repurposed for advertising through Bay Aging’s social media assets including Facebook.
7. Establish and initially curate a Bay Aging YouTube channel.

<b>Objective: Develop a series of Bay Aging videos and an image library that will be used to redesign the website and update or create marketing materials.</b>	<b>Start Date:</b>	<b>Projected Completion Date:</b>
<b>Activities:</b>	February 2019	March 2019
1) Develop and obtain project team approval for messaging.	February 2019	March 2019
2) Develop and obtain project team approval for story boards.	March 2019	April 2019
3) Develop and obtain project team approval for video scripts.	April 2019	May 2019
4) Develop Bay Aging image library.	May 2019	June 2019
5) Produce videos and complete all related project work.	May 2019	June 2019