

Mercer County
Sustainability
Coalition



Request for Proposal:
Video Series Development

Client:
Mercer County Sustainability Coalition,
mercersustainabilitycoalition.org

Contact:
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Manager, Sustainable Princeton
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Proposal Due Date: November 20, 2019

Project Overview/Objectives:

The Mercer County Sustainability Coalition (MCSC) is accepting proposals to create a series of short videos, highlighting the value of the Direct Install program to small business owners.

The goal is to create six to seven mini-commercials (approximately 2-5 minutes each), featuring a different business owner within Mercer County who has benefited from Direct Install. One of these videos will involve a general description of the Direct Install Program and how it works. From this series, we also need a selection of 1-minute excerpts suitable for social media.

Direct Install is a state program that makes it easy and affordable to upgrade to high-efficiency equipment, often covering up to 70% of the cost. It is our belief that business members who have received funding from Direct Install are in the best position to convince other business owners of its benefit; however, we wish to rely on the expertise of the videographer to make this a reality.

MCSC is looking for a videography firm that will take the lead in the process by providing recommendations on current trends. Ideally, the videographer will have worked with nonprofit clients and be familiar with the nuances of nonprofit digital marketing and communications.

About the Mercer County Sustainability Coalition:

The Mercer County Sustainability Coalition is an alliance of the Green Teams and sustainability organizations of Mercer County and the Mercer County Office of Economic Development and Sustainability. Formed in 2013 to better coordinate the various green teams and sustainability organizations around Mercer County, the Coalition works to promote a regional and collaborative approach to sustainability initiatives.

The development of this video series is supported by a grant from Sustainable Jersey intended to promote energy efficiency at small businesses throughout Mercer County.

Design scope + deliverables to include:

- Meet with a subcommittee of MCSC members in January to determine the list of interviewees and brainstorm interview questions
- Drive to established locations - six or seven within Mercer County
- Load-in and set up equipment
- Film and interview business owners; highlight some of the upgrades each owner received
- Provide quality video and sound equipment
- Provide SD cards to capture footage
- Film b-roll (supplemental footage)
- Loadout and break down equipment
- Import footage
- Edit each video, add music and title cards. Provide each of the six-seven videos at a longer length (2-5 minutes) and a shorter (one minute) length.
- Export each video
- Deliver finished videos on USB/ flash drive or upload onto Dropbox

The response to this proposal should also include:

- Description of experience in projects competed in Central New Jersey
- Links to video and commercial samples, including work for other nonprofits

Budget: \$4,000 to 6,000

Project Completion Date: March 7, 2020

Note: The MCSC is a small nonprofit organization -- pricing will have equal weight to videographer capabilities in choosing a firm for this project.

Thank you for your interest in the MCSC and for your consideration of this RFP.