



REQUEST FOR PROPOSAL

The Town of Oyster Bay is seeking proposals from qualified professional firms to provide video production services on an as-needed basis. The purpose and intent of this request for proposals is to enter into a two-year contract, with an option of three one-year extensions, with a qualified, full-service video production agency (“agency”) that can: write, direct, produce, and edit television and digital advertisements on an as-needed basis.

Proposals are due no later than 3:30 PM EST, August 3, 2022, via email to:

Madison Spanodemos
Public Information Office
mspanodemos@oysterbay-ny.gov

Intention to participate in this RFP, along with any questions or comments, should be received by 3:30 pm on July 27, 2022.

Publish Date: July 19, 2022

CONTACT

Madison Spanodemos
Public Information Office
mspanodemos@oysterbay-ny.gov

PURPOSE OF THE REQUEST FOR PROPOSAL

The Town of Oyster Bay is seeking to promote various Town programs, initiatives, and events via video advertisements optimized for social media and television. The company selected to aid in this process will utilize industry standards and work in collaboration with the Town of Oyster Bay's Public Information Office to deliver clear, creative, and compelling media. All Scripts, footage, and other deliverables created as part of the project will become the sole property of the Town of Oyster Bay and as such may be used within other Town promotions and platforms.

Strategic goals:

- Develop video advertisements that capture the attention of television viewers/social media users and are persuasive enough to both increase awareness of, and participation in, Town of Oyster Bay programs and initiatives
- Create quality media featuring excellent composition, effective communication, clear audio, emotional sound design, and smooth scene flow

SCOPE OF WORK

The project described in this RFP focuses on the writing, directing, producing, and editing of television and digital advertisements on an as-needed basis. Each assignment should result in a visually appealing, technically advanced, informative, creative, and viewer-friendly video advertisement that is optimized for social media and television. Production work may include, depending on the project, : Script writing, storyboarding, location scouting, talent recruitment, coordination with appropriate staff/talent, acquisition of props and materials, shooting (on-site, off-site, indoors, outdoors), lighting, audio recording, recording voiceover and post-dub, editing with revisions from the Public Information Office, titles, stock footage, motion graphics and SFX, color grading, music selection, talent and rights clearances, and acquisition.

Your proposal should:

1. Address your approach to the video production process with examples from other clients and commentary related to the Town of Oyster Bay's unique needs, including writing, shooting, producing, and editing
2. List all video equipment and any other resources available to the agency to produce the requested services
3. Describe any type of stock library or b-roll video the agency has access to and can be used to produce the requested services
4. Provide a project timeline that specifies the turnaround time upon requesting a video advertisement and details the length of each phase of production
5. Name a single, responsible, in-house point of contact for the duration of the contract who will become personally entrenched in the planning process and act as a reliable advisor and expert in video production
6. Include an all-inclusive, total cost to the Town of Oyster Bay per advertisement.

COMPENSATION

The contracted party must be able to provide evidence of its financial stability. Further, the Town of Oyster Bay's policy will only pay on a reimbursement basis upon receipt of the Agency's invoice and written approval of same by the organization's agent indicating that services have been rendered in conformity with the contract. Copies of original invoices and detailed expense reports or affidavits must accompany all requests for reimbursement.

TERM

The term of a resulting contract will be for two years, with the option of three one-year extensions with the approval of the Town Board. Either party may terminate the working relationship/contract without cause provided a thirty (30) day written notice is provided.

USE OF SUBCONSULTANTS, CERTIFIED OUTSIDE LABORATORIES AND OTHER SUBORDINATE ENTITIES

Prospective firms are advised that the Town will entertain proposals that include the use of sub-consultants, certified outside laboratories and/or other subordinate entities. In such event, the proposal must clearly state the extent and nature of the work proposed to be delegated to the sub-consultant, laboratory or other entity. Further, if the proposed sub-consultant is an architectural, engineering or surveying firm, the proposal must also be accompanied by a completed and current Federal Form SF 330 if such form is not already on file with the Town.

FAMILIARIZATION WITH CURRENT PROGRAMS, FACILITIES AND DOCUMENTS

It is the sole responsibility of the prospective firms to familiarize themselves with the Town's current programs, facilities, documents and any other information which is necessary and relevant to the scope of this RFP. Upon sufficient and reasonable advance notice to the contact person named above, arrangements may be made to visit and inspect any involved Town facilities and/or to view applicable documents. Any and all costs borne by the prospective proposer in familiarizing themselves with the above are to be borne solely by the prospective proposer. In the event that the prospective proposer is ultimately awarded a contract pursuant to this RFP, the Town will not allow any claims for payment which include billable time for such familiarization costs, regardless of whether they were incurred prior to or following the submission of the proposer's proposal.

INSURANCE REQUIREMENTS

The contracted party shall obtain a policy of commercial general liability insurance upon which the Town is named as an additional insured ("*Town of Oyster Bay, all elected and appointed officials, employees, consultants and volunteers*"). The policy shall have a coverage limit of at least \$1,000,000 per occurrence, \$2,000,000 in the aggregate, and \$500,000 for property damage. The insurance certificate and additional insured endorsement shall be provided to the Town Attorney's Office for approval as a condition precedent to the execution of any contract awarded pursuant to this RFP. The contracted party shall also provide proof, prior to the execution of the contract, of worker's compensation and NYS disability insurance coverage.

PROPOSAL REQUIREMENTS/REQUEST FOR QUALIFICATIONS

- This RFP is dated July 19, 2022. If your agency intends to participate in this RFP, please send an email to mspanodemos@oysterbay-ny.gov no later than 3:30 PM on July 27, 2022. Proposals are due no later than 3:30 PM, August 3, 2022, via email to mspanodemos@oysterbay-ny.gov.
- Submit five video advertisements your firm has produced that reflect your work and relevancy to this project. At least two of these videos must be television ads, and at least two must be

videos optimized for social media. Please attach these videos in your email or submit links to them on the web. Please also indicate which are television advertisements and which are social media advertisements.

- Provide a profile of the agency, including its history, corporate structure, and evidence the company has the financial stability to perform the work outlined.
- Describe the team that will be assigned to this project, including each person's role, background, education, training, skills, and qualifications. Highlight the project advisor.
- Describe the support you offer during and after the project.
- Include all terms and conditions.
- Provide current reference information for five current clients.
- All proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal
- The price you quote should be inclusive. If your price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Proposals should include pricing clearly differentiating between core scope items and optional scope items.

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