

Simcoe and District Chamber of Commerce is seeking expert vendor(s) for video and audio production, stills and aerial footage

The Simcoe and District Chamber of Commerce is seeking Proposals from potential businesses/individuals who have creative and technical experience to provide services for “Shop Local” in Norfolk County, Ontario, Canada. The successful proponent will provide video production services to conceptualize and produce Norfolk County brand promotional video(s) as well as a photograph library and a captivating County-wide aerial/drone video. This submission process (Technical and Creative) is to select the highest ranked Proponents who may then be invited to negotiate or to enter into a Contract with the ‘Chamber’.

This is a two-part RFP process with Proponents (Videographer/Photographer and Editor) or the potential for one Proponent to sub-contract editorial services. Ideally, you have a team to work with to ensure the compatibility of copy or, are able to work with them and the Chamber on a cohesive and creative approach to building this collection of resources.

The selected Contractor(s) will be required to deliver the Services described including:

A compilation of videos, stills and testimonials that highlight and promote businesses and the entrepreneurial spirit in Norfolk County including:

- One 4-5 -minute, high quality, high impact aerial tour of Norfolk County
- A series of 45-60 second themed promotional videos showcasing businesses and the entrepreneurial spirit in our County
 - A gallery of up to 500 stills promoting businesses, entrepreneurs and the experience of local consumers in their community.

The Chamber recognizes that the number of finished products within the scope of this project may vary depending on time and budgetary constraints.

The Contractor(s) needs to assist in the conceptualization, video production and editorial services to produce Norfolk County brand promotional video(s) as well as photograph resources and a captivating County-wide aerial/drone video.

The videos will be shown on a variety of different media channels including County, Chamber of Commerce and Port of Trade websites, social media sites, and on partner and business digital screens, tourism promotions elevator digital screens, score board screens, public events, news media and meeting presentations, as examples but not limited to.

The successful Contractor(s) will, in consultation with the Simcoe and District Chamber of Commerce, provide subject matter research, creative conceptualization, narrative storytelling techniques, scripting and storyboarding, videography, animation, music selection, editing and pre and post-production.

Other videos required may include, promotional, service offerings, educational, training, and corporate among others

To be considered, Proposals must be received before the Closing Date, October 8, 2021.

The criteria relate to previous achievements and experience, as well as technical and creative expertise.

Proposals must be submitted in the English language.

Submit your ideas in writing on creative and content to highlight Norfolk County's vast and diverse offerings available to our community. Identify areas you might suggest we highlight, how you will capture the heart of our county and through creative content, bolster shop local programs to drive local customers in the door. We live in a diverse community that is part urban, rural and agricultural with a vast array of businesses to visit and experience right here in Norfolk County. How will your proposal help us to create a sense of local pride in our community and encourage Norfolk County residents to shop local and enjoy all that is Norfolk?

Proposals selected will be invited for a meeting to discuss concepts and budget.

The minimum specifications for this project are:

- Frame rate: 24, 29.97 or 30 frames per second
- Format Ratio: 16:9
- Final product deliverable format: .mp4
- HD: minimum = 1280p x 720p; maximum = 1920p x 1080p (4K is not required)

- Video codec: H.264
- Video bitrate: minimum of 3 Mbps
- Audio codec: AAC
- Audio bitrate: minimum of VBR 128 kbps
- Audio Frequency: 48000 Hz

It is expected that the project will begin mid October and deliverables and work will be completed by

January 15, 2022, including, all billing/expense information and receipts.

The Chamber retains the right to negotiate with the Proponents on any aspect of the procurement.