



Pennsylvania Legal Aid Network, Inc. Videography Services Request for Proposal

The Pennsylvania Legal Aid Network, Inc. (PLAN, Inc.) is seeking videographers who can produce high-quality digital content for videos that are presented at an annual event hosted in March.

Our objective is to locate videography services that demonstrate an understanding of our overall mission, brand, and event goals. You must be able to edit and produce high-definition, professional video content, working with both raw and edited materials, and abiding by quick turnaround times within the event timeline. Ideally, the selected candidate will also have photography skills, as there may be the need to potentially capture footage to use in the videos.

We will base our final selection on the candidate that provides the best overall value based on the evaluation criteria listed below. Local businesses and/or minority- and women-owned businesses are especially encouraged to apply.

Proposals are to be submitted by Friday, October 14th, 2022 – 5 PM (EST)

Intent, submissions, and questions are to be sent to the contact listed at the end of this RFP. Any communications should include a subject line with “RFP - (Name)” for quick reference.

BACKGROUND

Pennsylvania Legal Aid Network, Inc. is a nonprofit corporation exempt from taxes under Section 501(c)(3) of the Internal Revenue Code. PLAN, Inc. is the corporate entity that provides funding, leadership, and support to nine regional and six specialty legal aid programs that comprise the Pennsylvania Legal Aid Network (PLAN).

PLAN is a statewide consortium of civil legal aid member programs that provide civil legal assistance to low-income individuals and families in every county of Pennsylvania. PLAN, Inc. administers the funding, which comes from a variety of federal, state, and local sources, and contracts with its member programs for the provision of services. PLAN, Inc. then monitors performance, coordinates training and technology, and helps to develop new resources for the entire network. PLAN, Inc. and its affiliate legal aid member programs have provided vital civil legal services to Pennsylvanians since 1973.

WORK SCOPE

We have one Harrisburg-based event each year that requires videography services in advance: the Excellence Awards. The date for the Spring 2023 Excellence Awards is March 21, 2023.

This event is a formal recognition ceremony that honors the efforts of individuals and groups who have demonstrated excellence in helping to improve the availability and quality of civil

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legal services in Pennsylvania. During the event, award winners are presented with individual tribute videos highlighting their accomplishments.

This year, PLAN, Inc. celebrates its 50th anniversary. We anticipate this year's scope of work will also include a one-time special tribute video celebrating the last five decades of our work.

The videography team will also be responsible for performing the following work:

- Producing a maximum of (8) eight short and impactful videos (approximately 3 minutes each, on average) that highlight various aspects of the honorees' work in a flattering and professional manner.
- Participating in a project kickoff meeting with PLAN, Inc. for each video.
- Assigning a contact to work closely with the PLAN, Inc. staff to deliver videos which will meet the goals as outlined during the project kickoff meeting.
- Completing all videos in advance of the event on March 21, 2023.
- Video production services and capabilities must include:
 - The ability to edit and produce high-definition videos, including applying music and incorporating any number of images, logos, and artwork into professional video presentations.
 - The ability to independently produce using your own creative directive.
 - As necessary, you may be asked to give direction and provide field production, including shooting photographs and capturing footage, and other associated creative services.

Other Key Requirements:

- Videographers will be required to have their own photography and videography equipment and provide personnel for lighting, audio, producer, and director if deemed necessary to ensure the quality of the video.
- Videographers will not commercially market their services during our event(s).
- Videographers will not be allowed to add or embed photographs with branding captions or watermarks on images provided to PLAN, Inc., but the photographer can embed their brand or watermark on images used as samples when soliciting professional work.
- PLAN, Inc. holds all rights to alter and use any final images and videos.

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SUBMISSION INSTRUCTIONS

Applicants must submit the following documents to be considered complete and competitive:

▪ **Section One: Letter of Interest.**

We are seeking comprehensive and informative proposals that clearly outline your ability to meet our requirements. The letter should include:

- A detailed explanation of why you're a good fit for our project. Please describe your vision for the videos, unpacking the creative direction and concepts you would bring to this project.
- A timeline from execution of contract to final delivery of videos with specific milestones including (but not limited to): kickoff meeting, in-person interviews, storyboarding process, delivery of drafts, comment periods, and final delivery.

▪ **Section Two: Budget Proposal.**

A detailed summary of costs for your services, which should include a breakdown of both product and service costs as well as any anticipated travel expenses. If any phases of the project need to be subcontracted to another party, you should also include estimated costs for those services.

▪ **Section Three: Samples of Work.**

A minimum of three (3) relevant projects with samples of images or a link to an online portfolio showcasing your work.

▪ **Section Four: References.**

Contact information for three (3) professional references. Please include their professional title, email address, and phone number.

▪ **Section Five: Other Information.**

Any additional information that you believe may assist in the evaluation of the proposal.

All proposals should be submitted via email to bbosak@palegalaid.net.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated Capability and Experience (50 percent);
- Costs, including reasonableness of the price, both in total and in view of the expected or assumed level of effort (25 percent);
- References (20 percent);
- Other Considerations, including whether vendor is a local business and/or minority- and women-owned business (5 percent).