



Request for Qualifications: My Healthy Life Testimonial Video Production

Purpose

Spokane Regional Health District seeks a qualified vendor to shoot six (6) new regional commercials for its SNAP-Ed awareness campaign. Initial testimonials were created in 2015. In 2018, additional funds were secured to expand the associated social marketing campaign, including new testimonial commercials, to a 10-county region in Eastern Washington.

The commercials help promote healthy choices and also reinforce real-life examples of how low-income adults changed their lives for the better. The testimonial commercials help make it clear how SNAP-Ed eligible individuals increased fruit and vegetable consumption and/or physical activity.

The commercials are a primary strategy to drive traffic to the campaign website, to learn more about the program and additional resources.

Timeline

- Submissions are due by 5:00 p.m., PDT, on Friday, August 10, 2018.
- Award announcement will be posted online within one week unless otherwise notified.
- Agreement shall be fully executed prior to commencement of work.
- Anticipated project start date by Friday, August 17, 2018.
- Anticipated project completion by Friday, September 21, 2018.

Scope of Work

Develop six (6) thirty (30) second testimonial commercials

- Provide coordination for the production and project, including full crew (director, producer, AC/grip, makeup,
- Conduct shoots on location(s), to include B-roll
- Provide all equipment necessary to develop the commercial, which may include: HD camera, lighting, and sound equipment
- Provide voice-over talent, as needed
- Coordinate and provide for all post-production activities (GFX, closed captioning, audio mixing)
- Develop and produce all graphic design elements
- Create photographic images in conjunction with commercial production
- Post-photographic editing, as needed
- Provide video color correction, as needed
- Audio transcription for use with :15 and :30 radio spots
- Consult with SRHD at critical points in development, which include, but may not be limited to:
 - Script/testimonial development
 - Setting and location selection
 - Graphic design
 - Draft versioning of the commercials
 - Final versions of the commercials

SPOKANE REGIONAL HEALTH DISTRICT hereby notifies all bidders that no person or organization shall be discriminated against on the basis of race, religion, color, age, sex, sexual preference or national origin in consideration for an award issued pursuant to the advertisement. Additionally, minority business enterprises are encouraged to submit bids in response to this invitation.

Deliverables

- Six (6) thirty second testimonial commercials
- B-roll footage
- Photography
- Audio transcription

Submission Requirements

- Provide on business letterhead or with the company logo.
- Provide at least three samples of recent work.
- Full name, phone number, and email address for the primary point of contact.
- Current copy of a W-9 form with the Federal Tax ID Number and any DUNS Number.
- At least two recent client references (name, organization, phone number).
- Submit by hand-delivery or email no later than 5p.m., PDT, Friday, August 10, 2018 to:

Spokane Regional Health District
RE: My Healthy Life Website Enhancements
ATTN: Katie Anderson
1101 W. College Avenue, Communications, Room 330
Spokane, WA 99201
kanderson@srhd.org

Evaluation/Selection Criteria

The submission requirements and deadline need to be met to qualify. Evaluation and selection is based on the following criteria:

- Reliability/availability
- Quality of work
- Experience

SRHD may request additional information to complete the evaluation process. A submission will be selected and a fully executed agreement will be required prior to the commencement of any work. Qualified applicants will also be added to the SRHD pre-qualified vendor roster for future opportunities.

Questions

Contact Katie Anderson, Communications Administrative Assistant, at 509.324.1515.

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