



September 5, 2023

## **Request for Proposals – Occasional Video Services**

### **“Making Matters Here” Spotlight Series for JBPU & Regional Manufacturers**

The Jamestown Board of Public Utilities (JBPU) is seeking proposals from professional videographers for occasional work with the JBPU’s Business Development Coordinator to spotlight regional manufacturers through our “Making Matters Here” short videos.

Examples of recent videos can be found here: <https://www.youtube.com/@JBPU>

Up to five (5) finished videos are planned each year, depending on scheduling of talent.

The video projects require the following:

#### **Video Shooting:**

(This portion of project generally takes approximately 2-2.5 hours)

- Scheduling with the JBPU and the manufacturing representative to visit the business site.
- Set-up of equipment and appropriate lighting and microphones for one-camera interview with plant manager or other representative. JBPU provides the questions and off-camera talent to ask the questions.
- Allocated time for B-roll of manufacturing floor, highlighting processes and equipment, with focus on presenting business in positive light.

#### **Video Editing:**

- Editing raw video into finished professional short cuts of :15, :30, :60 for placement on the JBPU’s YouTube page, website, social media channels, and for the manufacturing organization’s marketing team to utilize in their promotions, as they see fit.
- Videos should include name, location, contact information, and logo of business and the JBPU logo with the “Making Matters Here” introductory shot.
- Final approval of all cuts required from JBPU and manufacturing marketing team prior to release.
- Audio from these productions can be used for JBPU radio advertisements.
- All raw video and finished products are the sole property of the Jamestown Board of Public Utilities. Raw video must be provided to JBPU Business Development Coordinator or Communications Coordinator after each project is completed.

**For Proposal to be considered:**

- Provide Name of Business and all contact information
- Provide link to examples of videos done by talent that would provide service to JBPU
- Provide References (up to 3) for businesses or individuals who have contracted with your business for video services in the last 1-3 years
- Provide cost proposal that includes the following:
  - o Cost per video (shooting, editing, finished products as described in this proposal) for a SINGLE video with expected turnaround time for finished product after shoot.
  - o Cost per video (shooting, editing, finished products as described in this proposal) for up to five (5) engagements over the period of a year (pending scheduling with manufacturing organizations).
  - o Breakdown of down payment expected for each video project.
  - o Any limitations in availability due to seasonal work.

Please return proposal by close of business (5 p.m. EDT) **September 20, 2023** either by email addressed to: [businessdev@jamestownbpu.com](mailto:businessdev@jamestownbpu.com) or by sending it through the USPS to: Jamestown BPU, ATTN: Business Development Coordinator, PO Box 700, Jamestown, New York 14702-0700. Must be postmarked by Sept. 20, 2023 and delivered by Sept. 25, 2023 to be considered.