



Special Olympics
**Unified Champion
Schools**

Special Olympics Inc.

***Special Olympics Youth and
Schools 50th Anniversary
video(s)***

*Production and Project
Management Services*

*Request for Proposals
September 2017*

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1. BACKGROUND

Our Mission - Special Olympics (SO) transforms lives through the joy of sport, every day, everywhere. We are the world's largest sports organization for people with intellectual disabilities (ID): with more than 4.9 million athletes in 172 countries -- and over a million volunteers.

A major initiative of Special Olympics is Unified Champion Schools (UCS). Special Olympics Unified Champion Schools is an education-based project that uses sports and education programs to activate young people to develop school communities where all youth are agents of change – fostering respect, dignity and advocacy for people with intellectual disabilities. UCS was established in the United States in 2007 and is funded by the U.S. Office of Special Education Programs at the U.S. Department of Education.

The Unified Champion Schools approach incorporates 3-component: Special Olympics Unified Sports, inclusive youth leadership, and whole school engagement. UCS uses sports and related activities while enhancing the youth experience and empowering them to be change agents in their communities. This requires a shift in current programs and paradigms from a focus on events to committing to a movement advocating for youth as leaders.

This programming promotes social inclusion in schools to ensure special education and general education students are equitably engaged. Teachers and students are encouraged to collaborate and create supportive classrooms, activities and opportunities.

Students should be encouraged and supported to be agents of change, have opportunities to be leaders, and participate in collaborative school activities. To achieve this, school leaders and educators must foster a socially inclusive school climate that emphasizes acceptance, respect and human dignity for all students. A socially inclusive school is a place where no student is excluded because of the degree or type of disability or the services required to meet his/her needs.

2. SUMMARY OF PROJECT

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate companies, conduct a fair and extensive evaluation based on criteria listed herein, and select the best candidate.

Special Olympics Unified Champion is a program focused on inclusion in K-12 schools. Special Olympics' 50th anniversary is July 2018. To celebrate this milestone, the Unified Champion Schools team is supporting the creation of snackable videos that will display the evolution of education in U.S. high schools over the past 50 years. The focus will be on how Special Olympics

initiatives have had a major impact on inclusion for individuals with intellectual disabilities into the classroom. The idea is to interview students with and without intellectual disabilities, parents of students, and teachers/administrators from the last five generations of high school classes. Their interviews will reveal their high school experience, which runs parallel with the evolution of U.S. legislation (IDEA) and the creation of inclusion-increasing initiatives of Special Olympics. These commanding stories will be supported by a timeline filled with Special Olympics initiatives and U.S. legislation, as well as infographics with relevant statistics on school inclusion and bullying for each decade. The power of organic storytelling backed by historical information and statistical data gives the viewer the full picture. The goal is also to illuminate the impact Special Olympics has had on U.S. education and inclusion to bring awareness to administration, funders and the public that the progress and momentum we've gained the past 50 years cannot stop now.

Special Olympics North America (SONA) is currently accepting proposals to provide video production and creative execution for the Special Olympics Youth and Schools 50th anniversary videos. Project includes the creative planning and production on snackable videos to be used on social media and Special Olympics webpages, as well as a compilation of videos to share during 50th anniversary (July 2018).

3. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **Friday, October 20 at 5 p.m. EST**. Any proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the company submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the companies being contracted.

All costs must be itemized to include an explanation of all fees.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by SONA legal and finance departments and will include scope, budget, schedule, and other necessary items pertaining to the project.

Special Olympics North America will retain exclusive rights to all footage, including any not used in the final product.

4. PROJECT GOAL AND OVERVIEW

Goal

To create content illustrating how inclusion in U.S. high schools evolved over the last 50 years and the direct correlation to U.S. legislation and the creation of and initiatives of Special Olympics. To use the last 50 years to springboard us into the next 50 and discuss the hopes for what that looks like in education, specifically for individuals with intellectual disabilities (ID). To illuminate the impact Special Olympics has had on U.S. education and inclusion as well as what Special Olympics has done to supply opportunities of choice in order to show administration, funders, youth and the public that we cannot stop now.

Overview

The inclusion of individuals with intellectual disabilities in society has been driven by the United States Civil Rights Movement, beginning in the 1960's. This led into the disabilities movement, with the U.S. government leading the effort. In 1968, Special Olympics was born in order to fulfill a need and take the disabilities movement to places most would have never imagined. Special Olympics showed society that there can and will be change. Through Special Olympics, individuals with intellectual disabilities were able to showcase their value and learned, alongside their families, how to advocate for inclusion. The opportunity for choice is what Special Olympics stands for. The opportunity to play on the same playing field, the opportunity to gain leadership skills, the opportunity to be a part of their school fabric. Special Olympics supplies individuals with intellectual disabilities the opportunity to choose.

These snackable videos are like painting a mural of inclusion in U.S. education over the last 50 years and stepping back to see the momentum in it. In order to paint this picture, students with and without intellectual disabilities, teachers/administrators, and parents of individuals with ID from the last five generations of high school students will be interviewed. The interviewees will be asked about the high school experience they, their students, or their children had. The question is if they felt they were socially included and if they felt individuals with ID were socially included in the fabric of the school. The focus will be their authentic stories paired with video content, infographics, and key statistics around education for individuals with ID.

Imagine the story of a 1960's high school student confined to the basement of the school with no opportunities to interact with the general students due to her intellectual disability, alongside the story of the captain of the cheerleading squad who looks back on her time in high school as the glory days. Now, imagine that 1960's homecoming king who was an athlete with a letterman's jacket, who everyone knew and loved. Picture him alongside the 2014 homecoming king who also was an athlete with a letterman's jacket, who everyone knew and loved. But in this story, this young man is an individual with an intellectual disability. He was given the opportunity to play Unified Sports,

to be a member of a Unified club where he learned leadership skills, and to sit at a lunch table mixed with an array of students of all abilities where he made new friends. This is the vision of inclusion.

These commanding stories will be supported by a timeline filled with Special Olympics initiatives and U.S. legislation, as well as relevant statistics on school inclusion and bullying for each decade. The power of organic storytelling backed by historical information and statistical data gives the viewer the full picture.

The company must be willing to work with members of SONA Staff and Unified Champion Schools team during every phase of the process. The final content should be of the highest quality based on current industry standards.

5. PROJECT SCOPE

The scope of this project includes the creative development (including some scripted text), filming, editing and creation of video material to be used in the Special Olympics Youth and Schools 50th Anniversary videos. All subject matter, persons/situations to be filmed/included will be provided to the selected bidder by SONA.

The project will include:

1. Developing storyboard, project management plan, and strategic distribution plan, interviewing, filming, editing, and creating snackable videos. Clips will vary in length but not exceed 3 minutes.
2. Images and video of what education for individuals with intellectual disabilities looked like over the last 50 years (i.e. institutions) with voiceover (voiceover script worked on together by SONA and vendor).
3. Review, editing and inclusion of existing B-roll footage into the videos. Creating infographics and ways to display data and statistics is a key proponent.
4. Distribution of content.

All video footage to be shot on site at locations TBD with the assistance of vendor.

SONA will provide at least one project director leading up to and on-site to direct all facets of the production not related to on-hands videography, taping, etc., and who will serve as the direct point of contact for the video production company's project director.

The following criteria must be met to achieve a successful project:

- All video components of the Special Olympics Youth and Schools 50th Anniversary videos completed.
- Final product of all included pieces be of highest quality as agreed upon by SONA and company awarded bid.

- Special Olympics North America will retain exclusive rights to all footage, including any not used in the final product.

6. REQUEST FOR PROPOSAL TIMELINE AND PROJECT TIMELINE

Proposal Timeline:

All proposals in response to this RFP are due no later than **5 PM (ET) Friday, October 20, 2017.**

Evaluation of proposals will be conducted from **October 23 until October 29, 2017.** If additional information or discussions are needed with any bidders during this time window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than **November 6, 2017.**

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by **November 16, 2017.**

Notifications to bidders who were not selected will be completed by **November 17, 2017.**

Project Timeline:

- November 2017 – Begin strategic planning with production partner
- November 2017 – January 2018 – Shoot any necessary footage/voice overs
- January – July 2018 – Have content distributed with respect to Inclusion Tour
- July 2018 – Release a compilation of snackable videos to show the movement in one complete production

7. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope, including all costs associated with travel.

NOTE: All costs and fees must be clearly described in each proposal.

8. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience producing similar products.
- Examples of 3 or more similar projects completed by your company.
- Testimonials from past clients on your work.

- Anticipated resources you will assign to this project (total number, role, title, experience).

Special Olympics EEO Statement. Special Olympics is an Equal Employment Opportunity employer committed to maintaining a non-discriminatory, diverse work environment. Special Olympics does not unlawfully discriminate on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, genetic information, or on any other basis prohibited by applicable law in any of its programs or activities.

9. PROPOSAL EVALUATION CRITERIA

SONA will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
- Previous work: Bidders will be evaluated on examples of their work relevant to this project as well as client testimonials and references.
- Value and cost: Bidders will be evaluated on the cost of their services based on the work to be performed in accordance with the scope of this project.
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience.
- Ability of bidders to meet the required project deadlines.

Each bidder must submit via email their proposal to:

Leigha Bannon, *Resources & Communications Manager, UCS, SONA*

Phone: 609-338-8292

Email: lbannon@SpecialOlympics.org