



Special Olympics
**Unified Champion
Schools**

Special Olympics Inc.

***Special Olympics Unified
Champion Schools Case
Studies RFP***

*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 believes in research-based evidence. Unified Champion Schools follows in this belief by putting resources towards conducting research studies through The Center for Social Development and Education at the University of Massachusetts Boston. This data, collected over the last nine

years of Unified Champion Schools programming, has proven the positive impact of the program in U.S. schools.

As powerful as this data is, another element is required in order to demonstrate the positive impact to school administrators, teachers, and state education decision makers. In depth video-graphed case studies of three schools first implementing Unified Champion Schools programming and three schools who have already met the 10 national standards of becoming a banner Unified Champion School need to be conducted. The purpose of these case studies are to reach decision makers by showing how UCS programming affects school climates and create a more inclusive school environment as well as give teachers and school staff insight as to how the program works, making it more approachable by schools that are already busy.

Special Olympics North America is currently accepting proposals to provide video production and creative execution for the Unified Champion Schools Case Studies. Project includes the creative planning and production on case study videos to be used by state Special Olympics Programs in recruiting new Unified Champion Schools.

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 videos of six Unified Champion Schools to reach decision makers by showing how UCS programming affects school climates and create a more inclusive school environment as well as give teachers and school staff insight as to how the program works, making it more approachable by schools that are already busy.

Overview

In depth video-graphed case studies of three schools first implementing Unified Champion Schools programming and three schools who have already met the 10 national standards of becoming a banner Unified Champion School need to be conducted. Three schools, including one elementary school, one middle school, and one high school, that are first implementing the UCS programming will be followed over the course of one school year through preplanned check-ins. Three schools, including one elementary school, one middle school, and one high school, that are established Unified Champion Schools and have reached banner status will be followed over the course of one school year through preplanned check-ins. The footage from each school will be turned into a video to be used by state Special Olympics Programs to recruit new Unified Champion Schools and as a presentation resource. The footage can also be used to create smaller clips to use through social media or on the Special Olympics website.

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 filming, editing and creation of video material to be used as Unified Champion Schools Case Studies. All subject matter, persons/situations to be filmed/included will be provided to the selected bidder by SONA.

The project will include developing storyboard, project management plan, interviewing, filming, editing, and creating videos.

All video footage will be shot on site at six schools which are TBD by SONA.

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 Unified Champion Schools Case Studies are 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
- January 2017 – June 2018 – Filming of the six schools
- July – September 2018 – Editing of case studies
- October 2018 – Final videos completed

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