

**SAN LUIS VALLEY REGION RURAL PHILANTHROPY DAYS
CONFERENCE (SLVRPD)
REQUEST FOR PROPOSAL (RFP) FOR
THE PROMOTIONAL VIDEO PRODUCTION SPOTLIGHT ON
COLORADO'S SAN LUIS VALLEY**

This request for proposal contains confidential information to be used by the recipient for the purposes of submitting a proposal to SLVRPD. The information and any enclosures are considered confidential and may not be released to any organization or individual without the approval of SLVRPD.

BACKGROUND

Rural Philanthropy Days and Spotlight on the Region Overview

For over twenty-one years, the Community Resource Center (CRC) and the Anschutz Family Foundation have partnered with rural communities throughout Colorado to increase their access to funding, relationships, and skill building opportunities through Rural Philanthropy Days (RPD). In addition to facilitating investment in rural communities, RPD also allows grant makers to expand their visibility across the state, familiarize themselves with rural communities, and target their philanthropic giving to organizations and programs that make the greatest community impact.

The San Luis Valley RPD will take place September 23-25, 2015, in Creede, CO. All six San Luis Valley counties will be encouraged to participate, including Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache counties. Over 200 non-profit professionals, board members, volunteers, state and local government officials and funders are expected to attend.

PURPOSE OF THE RFP

The purpose of this RFP is to identify an agency or contractor to help ideate, shoot and produce a promotional video for the 2015 SLVRPD.

PURPOSE OF THE VIDEO

Produce a short (5-7) minute(s) video that will 1) be shown at RPD in 2015 and 2) be permanently housed on SLV organizational and supporter websites and social media platforms.

The video(s) should be professional and:

- Provide an introduction and summary of the SLV region (Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache counties) and its culture.
- Highlight the role of nonprofits in 1) meeting community needs and 2) creating more robust and vibrant communities.
- Reference the role volunteers play in nonprofits' implementation of their missions.
- Utilize footage and/or concepts captured during the Spring 2015 RPD Listening Tour.
 - The RPD Listening Tour will consist of regional meetings in all six counties over a three day period that will bring key community and government leaders together with Colorado funders to discuss and learn about pressing needs and solutions.
- Is easily sharable and easily adapted for use on websites and through social media channels

SCOPE OF SERVICES

SLVRPD seeks proposals from quality video production teams to lead the video production.

We envision the chosen agency will:

- Work with RPD's Funder and Government Engagement Committee to design a story board for the video(s)
- Provide production concepts
- Film and source footage as necessary
- Voice over and motion graphics as needed

PROPOSAL REQUIREMENTS AND SUBMISSION GUIDELINES

1. Summary of your background, resources and relevant experience
2. Examples of past projects, preferably of a similar size, scope and setting
3. Current workload. How would this project fit into your scheduled activities?
4. Proposed process for how your agency would undertake the production process

TIMELINE

1. RFP issued: January 5, 2015
2. Deadline for proposals: February 16, 2015
3. Interview finalist(s): February 23, 2015
4. Selection and negotiation of project specifics: March 2, 2015
5. Attend RPD Listening Tour (Date TBD)
6. Draft Deadline for video: June 15, 2015
7. Deadline for completed video: July 1, 2015
8. SLVRPD: September 23-25, 2015 (attendance is not required)

QUESTIONS and SUBMISSIONS

Please contact the following individuals with any questions:

- Gena Akers, SLVRPD Funder and Government Engagement Subcommittee CoChair
 - gena.lapuate@gmail.com
 - 719-588-5678
- Cathy Morin, SLVRPD Funder and Government Engagement Committee Member
 - cathymorin@amigo.net

Send proposals by Monday, February 16, 2015 to cathymorin@amigo.net.