

UPDATED Request for Proposal (RFP) - Video Production Services

*(Version 2, March 26, 2018)
Submissions due May 11, 2018*

Contact: Greg Dizon, Development & Pro Bono Assistant
916-551-2164 | gdizon@lsnc.net

Overview

[Legal Services of Northern California](#) (LSNC) is seeking proposals to produce a minimum of two (up to three) short videos, 3-5 minutes in length, for recruiting volunteer attorneys and law students.

General Information

LSNC is a nonprofit organization that provides civil legal aid to tens of thousands of low income and vulnerable individuals in 23 northern California counties. LSNC has eight field offices throughout the region and provides access to justice in the areas of affordable housing, public benefits, access to healthcare, education and civil rights.

Project Information

Overview

LSNC seeks proposals to produce at least two recruitment videos that are 3 to 5 minutes in length. A third video may be produced as the budget permits. Since LSNC is a nonprofit organization, proposals should utilize creative, cost-effective solutions.

Project Description

The following recruitment videos should be produced:

1. **Staff attorney recruitment video.** This recruitment video is intended to persuade law students, legal graduates, and new attorneys to apply for a staff attorney position in one of LSNC's rural offices. In particular, the video should highlight the benefits of working in LSNC's Ukiah, Eureka, Redding, and Chico offices. While open for collaboration on additional ideas, the envisioned content would include video/photos of local places/activities of interests and testimonials from staff and/or clients.
2. **Pro bono attorney recruitment video.** This video should be a call-to-action that inspires new and seasoned attorneys to donate their time as volunteers in one of our field offices or with our legal clinics. The video should highlight advantages of pro bono work, such as the "feel good" aspects, the potential for waiver of bar dues, and availability of free MCLE credits.
3. **Law students recruitment video (optional).** This video should inspire law students to make an impact in the community by applying to our summer internship and fall/spring externship programs.

Subjects

LSNC will provide and coordinate all persons being filmed/photographed, who will be LSNC staff and/or clients.

Samples

The following videos exemplify the general message, however, we hope of get a more modern and contemporary style and feel:

- Louthian Law Firm: <https://youtu.be/ZwpWXiqTHZs>
- Ohio Pro Bono Attorneys: https://youtu.be/nR_j64j9nfs
- Latham & Watkins Pro Bono: <https://www.youtube.com/watch?v=NuVZPEIXmeA>
- Trident United Way: <https://youtu.be/6V1x4Psvslk>

The following videos were previously produced for LSNC and used on our various social media platforms:

- Justice for All: <https://www.facebook.com/LegalServices...>
- Tamara and Maria: <https://www.facebook.com/LegalServices...>
- 60th Anniversary: <https://www.facebook.com/LegalServices...>

Timeline

Pre-Production	March	Research and conceptualizing videos
	Mid-April	Publish RFP for Video Production Services
	May 11	Proposals due
	May 14-18	Meetings/interviews with submitted firms
	May 25	Select and announce proposal for contracting
Production	June-August	Video/photo shooting and editing
Post-Production	Late August	Videos completed. Ready for fall recruitment.

Technical Requirements

The videos produced have the following technical requirements:

- Each video should be three to five minutes long
- Videos must be webcast quality
- Videos must be able to be reduced in size without diminishing quality
- Videos should be in a file format for use on the LSNC website and social media platforms
- The finalized videos should be completed by the end of August 2018

Contractor Requirements

The video producer should have an initial creative consultation meeting with the LSNC staff overseeing the project. The video producer is expected to be in contact with the designated LSNC staff throughout all phases of the project by providing a weekly progress report, either verbally or by email.

Due to financial constraints of our budget, we are seeking proposals from local firms that are in the Sacramento or Bay Area regions. Proposals from out-of-state video producers will still be accepted if there is a demonstrated ability to remotely produce videos without substantially affecting costs (i.e. use of animated or pre-shot footage.)

The video producer is required to secure its own production facilities and equipment to produce all elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and music. As a nonprofit, LSNC expects the video producer to use cost-effective approaches in both the production and post-production of the videos.

Proposal Requirements

Proposals must include:

1. Introduction summarizing any relevant experience and production resources.
2. Examples/samples of past projects, preferably of similar size and scope.
3. Proposed vision for the videos (broad concepts on the final product).
4. Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services.
5. Proposed schedule for the project, including various stages, milestones, and payments.
6. Point of contact information, including name, title, phone and email address.

Selection Criteria

Proposals received will be evaluated by LSNC on the following selection criteria::

- Demonstrated experience in creative video development, production, and post-production
- Ability to coordinate resources, equipment, and required staff for video production and post-production
- Understanding of the purpose and scope of the videos
- Original and creative vision
- Special consideration will be given to firms located in the Sacramento and/or Bay Area regions
- Ability to meet the expected timeline for completing the project
- Cost-effective approaches to video production
- Proposed price

Questions/Inquiries

Please contact **Greg Dizon** via email at gdizon@lsnc.net.

Submissions

All proposals must be submitted by **May 11, 2018** to **Greg Dizon** via email at gdizon@lsnc.net. The selected proposal(s) will be announced by May 25, 2018.