

## REQUEST FOR PROPOSAL – Video Content

### Overview

The Squamish Chamber of Commerce requests proposals for the creation of video content to support local businesses. There are two phases of the project:

- **Educational video content** to educate and remind consumers of the importance and impact of local businesses.
- **Promotional video content** to raise awareness of the professional / business services available in Squamish.

Proponents can quote for one or both elements. Applications will be considered from both individuals and organizations.

### Background

The Squamish Chamber of Commerce (SCC) is a non-profit, member driven organisation with the goal of driving business and economic development in the Squamish region. As the voice of business in Squamish, the SCC is dedicated to enhancing the quality of life in the community by actively supporting business, economic growth, and diversification. Services and programs include networking, training, advocacy, buy local programming and other business development programs. This RFP is in relation to our buy local video content creation.

### Project Initiatives Include:

The Squamish Chamber is looking for quotes for two unique areas of video content. We recognize there may be pros and cons of combining the projects and seek recommendations from proponents.

1. **Educational video content** to educate and remind consumers of the importance and impact of local businesses.
  - a. A series of short length videos featuring local businesses, highlighting the impact of their business on the community (e.g. number of employees, use local suppliers, sponsor local sports teams)
  - b. We seek your recommendation on the approach used to feature local businesses e.g. interview style, first person, voice over.
  - c. A different range of sectors should be featured, including businesses from under represented groups (e.g. women, LGBTQ2S+, BIPOC, youth). Please provide your approach to recruiting businesses to be featured.
  - d. This component of the project must be completed by January 30. Proposals that cannot meet this timeframe will not be considered for this element of the project.

2. **Promotional video content** to raise awareness of the professional / business services available in Squamish.
  - a. A series of short length videos promoting professional services in Squamish (e.g. marketing & creative services, legal & finance, real estate)
  - b. We seek your recommendation on the approach to promote business sectors.
  - c. Different sub-sectors within professional / business services should be feature, in addition to businesses from underrepresented groups (e.g. women, LGBTQ2S+, BIPOC, youth). Please provide your approach to recruiting businesses to be featured.
  - d. This component of the project must be completed by March 30, 2022.

### Quotes

If you are providing quotes for both components, please separate costs per component. Quotes should include daily estimates for filming, production and delivery.

### Considerations

Brand values: Content should compliment Squamish's brand values (for more information, see <https://squamish.ca/assets/Squamish-Brand-Overview-web.pdf>).

### Tender Request

Applicants are invited to submit a quote for the project initiatives. Proponents should provide hourly rates, services offered and any other options or alternatives.

### Please detail:

- A brief outline of your overall experience
- Resume and experience
- Hourly rates
- Samples or portfolio of work to share
- Detailed time frame to complete the project component
- Two client references that you have supplied work for.

All proposals should be submitted electronically by Tuesday 14 December, 2021. Proposals should be submitted [louise@squamishchamber.com](mailto:louise@squamishchamber.com) Any questions should be directed to [louise@squamishchamber.com](mailto:louise@squamishchamber.com) by December 10, 2021.

It is anticipated that a briefing meeting will be held by December 23, 2021.