



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

## ***Request for Proposal***

for

### **Production of Management Assistance Team Promotional Videos**

December 1, 2021

#### **INTRODUCTION**

##### ***Summary***

The Association of Fish and Wildlife Agencies (Association) is soliciting bids for the production of a promotional video. Bids are requested from vendors for editing approximately 20 minutes of footage of instructors to create a 90-120 second promotional video.

##### ***Closing Date***

Proposals must be received by the designated contact ([etakaki@fishwildlife.org](mailto:etakaki@fishwildlife.org)) no later than January 7, 2022 at 5:00 PM Eastern Time.

##### ***Point of Contact***

The designated contact for this request for proposals (RFP) is:

Elena Takaki  
Project WILD Program Manager  
Association of Fish and Wildlife Agencies  
Phone: (202) 838-3476  
Email: [etakaki@fishwildlife.org](mailto:etakaki@fishwildlife.org)

##### ***Review of Proposal / Award of Contract***

Association staff will review proposals and select the vendors based on the best value for state fish and wildlife agencies, combining technical and financial factors set forth in this RFP. Contracts awarded are subject to appropriate Association approval. The selected vendors will be notified by January 14, 2022.

#### **GENERAL CONTRACT REQUIREMENTS**

##### ***Method of Procurement***

The awards for the proposed project components are to be by competitive sealed bidding.

##### ***Term of Contract***

The term of the proposed work will be from approximately January 24, 2022 to February 28, 2022, unless otherwise indicated at the time of contract award.

### **Contractor Responsibilities**

The selected vendors shall be responsible for all products and services as required by this RFP for the project component(s) for which they are bidding, and as identified in the final contract agreements between the Association and the vendor. Subcontractors, if any, must be identified and a complete description of their role relative to the proposal must be included in the bid.

### **Bid Contents**

Bids should contain the following elements:

1. Executive Summary: Include a one paragraph summary of your proposal and time and cost to complete the work.
2. Project Plan: Briefly describe your proposed approach to fulfilling the “Scope of Work,” outlining your firm’s . . .
  - Resources;
  - Timelines; and
  - Personnel—who will be directly involved from in the firm as well as any subcontractors.
3. Cost Proposal & Budget: Provide a total fixed cost to fulfill the “Scope of Work” and include a budget that outlines fees and expenses, including personnel and subcontractors; costs of necessary meetings and workshops; travel expenses; communications. Note that total cost proposal should be inclusive of all expenses, including travel, materials, and other miscellaneous expenses.
4. Prior Work: Include three examples of comparable prior work and contact information for references on these projects.
5. Corporate Overview: Provide a short overview of your agency/organization, services provided, representative clients, and principal staff.

### **Bid Submission**

Each interested bidder shall email a bid/proposal by January 7, 2022 to Elena Takaki at [etakaki@fishwildlife.org](mailto:etakaki@fishwildlife.org). Bidder shall indicate “Bid –MAT Promotional Video” in the subject line of the email.

### **Bid Acceptance**

The Association reserves the right to accept or reject any or all bids in whole or in part, to waive minor irregularities, and to enter into negotiations related to the bid as necessary. Vendors whose bids are not accepted will be notified in writing by email. All vendors should ensure that their bids in response to this RFP are their best and final bids.

### **Incurred Expenses**

The Association shall not be responsible for any expenses incurred by a vendor in preparing and submitting a bid. All bids should be prepared simply and economically, providing a straightforward, concise delineation of the vendor’s ability to satisfy the requirements of this RFP.

### **Confidentiality**

Confidential information includes all Association furnished documentation, information, and reports. Vendor will not voluntarily sell, transfer, publish, disclose, display, or otherwise make available to any third persons such confidential information without express written consent of the Association.

### **Amendment or Cancellation of the RFP**

The Association reserves the right to amend this RFP giving equal information to all vendors as a result of any such amendment. The Association reserves the right to cancel the project.

### **Retention of Rights**

The Association will retain all serial and future rights to the contents, products, and any related materials prepared under this RFP and will have complete copyrights to all associated works for use in future activities.

## **BACKGROUND**

### ***The Association of Fish and Wildlife Agencies***

Founded in 1902, the Association of Fish and Wildlife Agencies is the official representative of the state, territorial and provincial fish and wildlife agencies of North America. The Association works to support the leadership of state fish and wildlife agencies by advocating for fish and wildlife conservation and promoting cooperation among fish and wildlife agencies. The Association's membership includes every state and territorial fish and wildlife agency, along with the Canadian provincial agencies, the Mexican state agencies, and several federal agencies with wildlife management responsibility. The Association's staff is made up of over 20 biologists, scientists, policy specialists, and educators with expertise on topics from migratory birds to fish habitat to agency management. For more information, see the Association's web site at <http://www.fishwildlife.org>.

### ***Management Assistance Team***

The Management Assistance Team (MAT) is part of the Association of Fish and Wildlife Agencies. We provide leadership and organizational development to state fish and wildlife agencies and other AFWA member agencies. Because we believe that the health and sustainability of North America's natural resources rests in the hands of the individuals and organizations who manage them, the Management Assistance Team (MAT) aspires to further the conservation goals of state fish and wildlife agencies through organizational and leadership development of agency staff at all levels. With the support of our world-class leadership development programs, and through the inter-organizational partnerships we help to forge, state fish and wildlife agencies will be able to navigate change successfully, and respond immediately and effectively to shifting natural, political, and economic conditions. See <https://www.fishwildlife.org/afwa-inspires/mat-team>

## **SCOPE OF WORK**

### ***Project Overview***

The Association is seeking a video production company to produce a high-quality promotional video to show potential adult learning professionals the value of taking our *Adaptive Leadership* course, either online or in person. The final product will be 90-120 seconds in length. The videos will feature course instructors discussing the value of the Adaptive Leadership concept, as well as certain features of the course, such as time commitment, length, and topics addressed. Footage already exists for this project and will be shared upon signing the agreement. Additional b-roll footage and images may need to be obtained.

### ***Project Goal and Needs***

To inform potential adult learning professionals about the *Adaptive Leadership* course and promote its value to state fish and wildlife agencies.

As a result of this project, a 90-120 second video will be produced.

### ***Services Required/Vendor Responsibilities***

In completing this project, the selected vendor will perform the following duties. The Vendor will:

- Edit existing footage (less than 20 minutes);
- Edit video and audio recordings to create video drafts as well as the completed video;
- Allow the Association access to initial drafts of the videos so the Association can review and discuss options with the Vendor and request edits to the videos from the Vendor;
- Make recommendations to the Association on style, content, and messaging used in producing the video series;

- Incorporate additional footage and images as needed; and
- Provide completed videos to the Association by February 28, 2022.

## **EVALUATION OF PROPOSALS**

### ***Evaluation Process***

Association staff will review proposals and conduct interviews with vendors. Final selection of vendor will be subject to appropriate Association approval.

### ***Selection Criteria***

Selection will be based on our assessment of best value for the Association, taking into account cost as well as the following factors:

- Equipment and other resources that the contractor owns or has access to;
- Prior experience of the personnel overseeing and directly involved in producing the final product;
- Information provided by vendors' references;
- The quality and content of sample videos from vendors past clients;
- Information from the vendor about the vendors ability to complete the work in the allotted time; and

Note: Small businesses, minority-owned firms, and women's business enterprises are encouraged to apply.