



## Sunrise Corner Video Production Request for Proposal

### 1.0 Company Information

Sunrise Corner is a partnership of the Rural Municipalities of Stuartburn and Piney created in 2016 to promote tourism in our southeastern Manitoba region. The Sunrise Corner Committee, comprised of elected and staff representatives from both RMs and volunteers, wishes to continue building on the progress to date with expanded marketing efforts to attract tourists and their dollars to the region.

### 2.0 Project Summary

As a next step in our tourism marketing plan, Sunrise Corner is seeking qualified vendors to produce videos that will capture the amazing people who make our corner of the province special, show the pride in our culture and history, as well as showcase the beauty of our area.

The Four Seasons of Sunrise Corner video series will include:

#### Winter Theme – January to March

Taking advantage of the Vita & Area Winter Festival, we will profile winter activities like dog sled races, snowshoeing, skijoring, horse-drawn sleigh rides, snowmobiling, tobogganing and curling. Shooting date (s) will include the weekend of January 18-19, 2020 in and around Vita, Manitoba.

#### Spring Theme – April to June

Watching nature come to life in the spring with greenhouse blooms, hunting for spring mushrooms, this video would be very nature oriented. Shooting dates/locations TBD.

#### Summer Theme – July to September

Festivals galore from two Canada Day events, the Ukrainian Festival, St. Labre 200, let's not forget the abundance of berries ready for picking, or the history in the museums to explore. Shooting dates/locations TBD.

#### Fall Theme – October to December

Who doesn't love good food? Fall is all about fall suppers, ATV derbies and fall activities like hunting and mushroom picking. Shooting dates/locations TBD.

### 3.0 Proposal Request

The RM of Stuartburn through the Sunrise Corner Committee is pleased to invite **qualified vendors** to provide a proposal for the Seasons of Sunrise Corner videos with the following specifications:

Product: Seasons of Sunrise Corner promotional videos

Quantity: Four (4) 5-minute videos of each Season of Sunrise Corner as outlined above  
Two (2) 30-second hit pieces for each video created for social media

Creative: Theme development, scripting, titling, voice-over narration, background music

Conditions: Project is dependent on the municipality receiving the MB150 grant.

If successful, video footage must start with the Vita & Area Winter Festival January 18th & 19th, 2020.

Each of the four videos requires approximately eight hours of onsite shooting; some seasons may be accomplished in one day of shooting, but likely a minimum of two days and multiple locations will be required, which will be detailed in the statement of work.

Vendor will be provided access to Sunrise Corner’s library of video and photos to use as needed to ensure wide coverage of all the area has to offer.

Final video in the series to be completed by mid-November for unveiling event December 5, 2020.

To build expertise in our region, consideration will be given to qualified vendors who operate in the RMs of Piney or Stuartburn or who have a connection to the area.

All raw and final material to become the property of Sunrise Corner.

### 4.0 RFP Timetable and Milestones

The committee has determined the following milestones:

December 17, 2019	Issue RFP
January 6, 2020	Proposal submission deadline 4 pm CST
January 9, 2020	Selection committee to review proposals
January 10, 2020	Project award notification (pending successful grant application)
Week of January 13, 2020	Finalize statement of work for successful vendor
January 18-19, 2020	Vendor onsite at Vita & Area Winter Festival
TBD 2020	Additional shooting dates/locations to be determined
TBD mid-November 2020	Completion of all videos
December 5, 2020	Unveiling event

## 4.0 RFP Vendor Response

Vendors are requested to create their proposal based on the following outline. Additional materials may be provided in appendices to the proposal.

### 4.1 Vendor Company Overview

Provide a brief overview of your company.

### 4.2 Team Expertise

List the team members who would be involved in this project and their capabilities.

### 4.3 Relevant Experience

Discuss your company's experience with similar projects. Please provide links to two (2) examples of your work that are relevant to this project including contact information of clients we may call for a reference.

### 4.4 Proposed Approach

Please describe how you would facilitate the development of a strategy for this project. What strategic elements would you typically include in a project of this nature and scope?

What is your project management process to ensure all activities are completed on time, on budget, and at quality levels comparable to sample projects cited?

Define the work process you would follow to produce the necessary video content. Detail what you would require from Sunrise Corner personnel to facilitate your process onsite during shooting days.

Please provide initial recommendations for theme development, scripting, titling, voice-over narration, background music, etc.

### 4.5 Pricing and Costs

Based on the content and activities you are proposing for this campaign, please provide quote for your work and travel expenses. Also, please provide any estimated costs that are likely to be required from other vendors.

## 5.0 Submission Contact Information

If you have any questions prior to the submission deadline, please email the contact below. Allow one full business days for response.

Deadline for submissions is 4:00 pm Central Standard Time on Monday, January 6, 2020. Please submit your proposal via email in PDF format to:

Monique Chenier  
Economic Development & Tourism Manager  
Sunrise Corner  
[monique@sunrisecornermb.ca](mailto:monique@sunrisecornermb.ca)