



Business Feature Videos Request for Proposal

This RFP is for a business feature video project that will compliment Phase 3 of our “Buy Local – Grow Local” social media campaign.

RFP Sent: Thursday, August 13, 2021
Responses Due: August 20, 2021 at 5:00 pm NST

Send any questions on the RFP to: Heather Howard, Executive Director,
info@cbachamber.com

Send proposals by email to: Heather Howard, Executive Director,
info@cbachamber.com

Goal for campaign launch: November 2021

Conception Bay Area Chamber of Commerce Overview

The Conception Bay Area Chamber of Commerce is the principal organization representing economic and business interests in the Conception Bay Area from Paradise to Marysvale. The Chamber is the recognized business community voice on matters of significant economic and business interest. In existence for over thirty years, its primary mandate is to enhance opportunities for members to improve their ability to do business. Visit cbachamber.com to learn more about our members.

Our Audience

The primary audience for this campaign is the general public, including residents of the area as well as visitors.

Our secondary audience is the business owners in the area.

Purpose and Description of Service

The CBACC is seeking proposals for the shooting and editing of multiple business feature videos that highlight the owners and staff as well as the products and services offered by individual businesses in the area.

We would like to offer this opportunity to as many businesses in the area as possible, therefore a breakdown of the cost per video is required.

The video and clips of the video should be available in the proper format for sharing across multiple platforms including the following:

- YouTube/Website
- Instagram Feed
- Instagram/Facebook stories/reels
- Facebook/Twitter/LinkedIn Feed

Budget Details

Our budget for this project is \$6000 - \$10,000 including HST. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of video process
- Proposed timeline for final video delivery
- Details about your team
- Recent video example
- Pricing (please include the break down per video if possible)
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: August 13, 2021

Responses Due: August 20, 2021 at 5:00 pm NST

Finalist Selected & Contacted: August 24, 2021

Project Kick-off: TBC

Campaign Launch Target Date: October – December 2021

Thank you for your interest in responding to this RFP with a proposal for our campaign. We look forward to your response.

If you have any questions, please contact Heather Howard at info@cbachamber.com