



Request for Proposal

Promotional Videos

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ISSUED BY

Edmonton Screen

REPRESENTATIVE

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Introduction and Background

As a key partner in developing the city's creative economy, Edmonton Screen is mandated to support and grow our local screen industries. We champion talent and production to foster creativity and drive sustainable economic growth for our city.

Edmonton Screen is accepting proposals in response to this Request for Proposal to find a qualified vendor to provide promotional videos. Our goal for the videos is to:

- Promote the region and the province as a location for screen industry partnerships and economic activity.
- Foster the growth and development of the region's screen industry businesses.
- Encourage the growth and development of highly skilled talent, creatives and workers with the screen industries.
- Assist in leveraging screen industry investments into the region.

The objective of this Request for Proposal is to locate a vendor that will provide the best overall value to Edmonton Screen. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section below.



Submission Guidelines and Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. Only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must include at least three examples of substantially similar projects, providing live URLs and client references for each.
3. The proposal should be a single PDF document, not exceeding 20 pages. It must include:
 - a. Project Plan: An overview of your proposed approach, methodology, and a detailed project schedule. The plan should include proposed production and post-production plans/schedules, technical specifications, and both visual and written concepts.
 - b. Team: Biographies and roles of all key personnel who will be assigned to this project.
 - c. Budget: A detailed cost breakdown.
4. The proposed project budget should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours.
5. Proposals must be received on or prior to July 15, 2025 to be considered.
6. Proposals must remain valid for a period of 90 days.



Purpose

The purpose of this project is as follows:

- To create a versatile suite of promotional videos designed to showcase Edmonton's creative economy to be used for a variety of marketing purposes to maximize audience engagement and attract new projects to the city.



Project Scope

Edmonton Screen requires the creation of three high-quality promotional videos which will be exciting, positive, dynamic, and reflective of the talent and skills the Edmonton region has to offer. The main video is required to be approximately 2 minutes. Two shorter videos, using the same content as the main video, are required at approximately 30 seconds and 15 seconds in length.

These videos will be used in a variety of ways and formats. For instance, they can be sent to prospective partners, posted on websites or social media, shown at festivals and events, shared with local, national, and international stakeholders, or provided to the media.

The videos will showcase unique and dramatic locations in the region and must exemplify the creativity and skills of our screen industry talent and businesses. The videos should be quick-paced, eye-catching, and highly professional and may include: footage of stunning locations, music, voice-over, talent at work, interviews, or informational graphics with industry facts.

The successful proponent will work with Edmonton Screen and our communication and marketing team to conceptualize and establish the creative vision for the project. The successful proponent will then lead the writing, production, and

delivery of the videos in the required length and formats with oversight by Edmonton Screen and its communications team.

Edmonton Screen will approve all creative/technical elements including: proposed script, storyboards and/or shooting plan, statistics or program information spoken or provided in graphics, locations, persons appearing on screen, as well as technical details such as camera type and final delivery formats.

Any licensing of images or music, or permissions required for locations, or clearances of persons seen onscreen, or any other elements used in the videos requiring permission or payment, shall be the responsibility of the successful proponent to negotiate and acquire, and will be included in the approved budget. Any necessary permissions will be provided in writing to Edmonton Screen, for a desired period of use to be later determined in negotiation with Edmonton Screen but assumed to be in perpetuity for the purposes of this proposal.

All recorded elements will be provided to Edmonton Screen and will remain the property of Edmonton Screen for any future use at its own discretion.



Deliverables

The following are required deliverables of this project:

- Three fully produced videos, each in .mov and .mp4 at a resolution of 1080p and 4K (other formats/resolutions may be requested/recommended), at the following lengths:
 - Two minutes
 - 30 seconds
 - 15 seconds
- Copies of all associated licensing, permissions, waivers, releases, etc., acquired by the production company in its creation of the videos;

- Transfer of ownership and asset of all recorded elements created by the production company to Edmonton Screen for future use.



RFP and Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	June 27, 2025
Request for Proposal Deadline	July 15, 2025
Selection of Preferred Bidder	July 23, 2025
Contract Award / Notification to Unsuccessful Bidders	July 31, 2025
Project Completion	November 3, 2025



Budget

Edmonton Screen's budgeted amount for the project will be determined by its evaluation of the proposals and based on an agreement of the exact work to be contracted and delivered, in negotiation with the successful applicant.

The agreed upon amount shall not exceed \$60,000 in total.



Evaluation Factors

Edmonton Screen will evaluate proposals based on the following criteria to determine the best overall value:

- **Responsiveness and Understanding:** How well the proposal addresses and aligns the requirements outlined in this RFP and Edmonton Screens creative vision.
- **Relevant Experience and Past Performance:** Demonstrated success with similar projects and positive client references.
- **Portfolio and Quality of Work:** The quality and relevance of the work samples provided.
- **Cost and Value:** The overall cost of the project in relation to the proposed solution and its long-term value.
- **Expertise:** The demonstrated creative and technical skill and experience of the proposed project team.

Edmonton Screen reserves the right to award the contract to the bidder that, in its sole discretion, presents the best value and is in the best interest of the organization.