

**Request for Proposal for Video Production Services
Responses due June 15, 2015**

Legal Services of Northern Virginia (LSNV)
4080 Chain Bridge Road, 1st Floor
Fairfax, Virginia 22030

Purpose

The purpose of this Request for Proposal (RFP) is to evaluate proposals for a Video Production services. LSNV is interested in producing brief informational videos on a series of different legal topics. Each video will be relatively short in duration, ranging between 1-3 minutes, will be offered in both English and in Spanish, with closed captioning for the hearing impaired.

LSNV plans to enter into agreements with firms that have the expertise in producing videos using live action with voiceover, animation or whiteboard. The vendor will deliver all aspects of video production, including, but not limited to, recording, editing, voicing, lighting, graphics, animation, editing, and coding and music.

Vendor(s) selected will be evaluated in part on the ability to deliver products on time and within budget, and their demonstrated understanding of the solution required based on their responses and subsequent interviews.

Background

Legal Services of Northern Virginia (LSNV) was established in 1980 and our mission is to *promote justice for a better community by providing civil legal assistance to those facing the loss of a critical need.*

Scope of Services

The finished product should accomplish the following:

- The videos should be no more than 3 minutes in length
- The videos should include creative graphics and animation
- Videos must be mobile friendly quality, viewable on smartphones and tablets
- Videos must be able to be reduced in size without sacrificing quality
- Videos must be able to be used on LSNV's website as well and through multiple video and social media platforms.

Services to be Provided

The major components of the Video Production project are detailed below. Vendors responding should be prepared to provide a solution to the specified area, and if after review and questions, add any additional components deemed necessary to successfully complete the project.

- Work with LSNV staff on the content and direction of the videos.
- Record, edit and produce all elements of the videos, which may include, but are not limited to, voicing, lighting, graphics, animation, editing, coding and music.
- Produce videos that are mobile friendly and can be easily view on smartphones and tablets.
- Produce videos with close captioned capabilities.

Evaluation Criteria

LSNV is looking for one vendor to provide all of the services listed above. Following receipt and review of the proposals by LSNV, the selected company may be invited to an interview at LSNV and make a presentation of their proposed solution. The decision to interview the respondents will be LSNV's sole discretion based on the evaluation of each respondent's proposal. LSNV reserves the right to reject any and all responses, and to waive any irregularities of information in the evaluation process. The final decision is the sole decision of LSNV and the respondents to the RFP have no appeal rights or procedures guaranteed to them. The selected vendor will be given an opportunity to present their proposal in detail.

The successful vendor will be chosen through a qualitative review of these factors. The following criteria will be used to evaluate proposals received:

1. Vendors should possess good knowledge and expertise on video production.
2. Capability of proposed solution.
3. Cost of services provided.

Proposal Preparation and Submission Requirements

The proposal shall clearly address all of the information requested herein. Since the written proposal will weigh heavily in the evaluation process, information submitted should be complete and provide a convincing case that the vendor can perform high quality work within schedule and budget constraints.

The proposal shall be sent to the official contact listed below, to be received no later than Monday, June 15, 2015.

Raquel Bonilla Director of Grants Management & Special Projects
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4080 Chain Bridge Road, 1st Floor
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