

Request For Proposal

Project Name: Royal Maple Plumbing Video Commercial

Company Name: Royal Maple Plumbing, LLC

Address: 1451 Lake Drive SE, PO Box 4734
Grand Rapids, MI 49506

Procurement Contact Person: Art Hampden

Telephone Number of PCP: 517-291-3113

Email Address of PCP: arthampden@consulting.com

Fax Number: 517-291-3114

1. Background/Introduction

Royal Maple Plumbing, LLC is a plumbing company founded by Gus Kettering in 1981. Royal Maple Plumbing, LLC prides itself on their knowledgeable master plumbers, strong customer service, and quality craftsmanship. We provide our clients with new kitchen and bathroom installations. We provide sewer/drain cleaning, camera inspection, and jetting. Our family owned staff has four trucks located in Grand Rapids, Michigan.

2. Project Goals and Scope of Services

Royal Maple Plumbing, LLC is seeking the services of an established video production firm, to develop, execute and edit a complete video commercial targeted directly to our demographic(s). The award will be made to a responsive and responsible video production firm, based on the best value and professional capability.

The selected firm will be responsible for the planning, shooting, editing, and producing of a thirty second video commercial.

Tasks include but may not be limited to the following criteria:

- Script writing and revisions
- Storyboard planning
- Production of creative material(s)
- Filming on location

- Providing lighting/audio equipment
- Video editing
- Providing multiple video output deliverables

3. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

Request for RFP: May 2, 2018

Deadline for Bidders to Submit Questions: June 6, 2018

Royal Maple Plumbing, LLC Responds to Bidder Questions: June 21, 2018

Selection of Top Bidders: June 31, 2018

Start of Negotiation: July 9, 2018

Contract Award / Notification to Unsuccessful Bidders: July 29, 2018

4. Time and Place of Submission of Proposals

The RFP will be posted on the landing page of our website, royalmapleplumbing.com, and can be downloaded directly as of 9 a.m. on May 2, 2018.

Respondents to this RFP must submit one original and five copies of their proposal. Responses must be received no later than June 26, 2018. Responses should be clearly marked “RFP-Video-Production” and post mailed to the contact person listed above.

5. Timeline

Royal Maple Plumbing, LCC needs the project completed within eight months.

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of the video production team, number of employees, camera details, and preferred video editing software/tools.
- A one-page narrative outlining the firm’s strengths, skills, or capabilities as they might relate to Royal Maple Plumbing, LLC.
- A representative selection of videos, and reviews from previous clients.

7. Evaluation Criteria

The successful respondent will:

- Have been operating continuously as a video production agency for a minimum of 24 months and possess full-service, in-house capabilities for research, planning, shooting, editing, production, and delivery of video services.
- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of video services.
- The expertise of the firm in working with similar clients.

8. Possible Roadblocks

At this time, Royal Maple Plumbing, LLC has all staff members working on location Monday-Friday for the next three months. Involving Royal Maple Plumbing, LLC staff in video commercial shots may present potential (delays) roadblocks.

9. Budget

Royal Maple Plumbing LLC's budget for the project is \$9,850.00 dollars.