



REQUEST FOR QUOTATIONS: VIDEO PRODUCTION FOR NATIONAL FISH AND WILDLIFE FOUNDATION'S NORTHERN GREAT PLAINS PROGRAM

REQUEST FOR PROPOSALS

Full Proposal Due Date: **Thursday, September 10th 2020**

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) requests proposals from qualified companies to produce and direct four (4) videos for public education and for internet publication. The videos, no more than 6 minutes in length, with cut down versions of 60 and 180 seconds designed for online platforms, should educate potential funding partners, government agencies, agricultural producers and the general public about the importance of grasslands and the ongoing partnerships supported by the Northern Great Plains Program. The videos will feature a subset of projects representing species and habitat conservation efforts by NFWF grantees in the Northern Great Plains.

OBJECTIVES

1. Educate potential funding partners, government agencies, agricultural producers and the public about the important work that benefits grasslands habitat and species.
2. Encourage future engagement of potential funding partners and agricultural communities to build upon and replicate current successes.
3. Provide our partners with a communications product they can share for outreach, education and funding purposes.

PROPOSAL SPECIFICATIONS

1. The four videos should convey the significance of Northern Great Plains grasslands and wildlife while educating the primary and secondary audiences on the importance of partnership, collaboration and financial support for critical conservation practices being deployed through the Northern Great Plains Program. Four of the following subject

matters will be selected by NFWF staff, in consultation with the selected vendor, and considering the interest level of the grantees and partners:

- a. Collaborative grassland conservation efforts with Tribal Nations (Montana or South Dakota)
 - b. Collaborative grassland conservation efforts with the ranching community (Montana)
 - c. Eastern red-cedar removal and management via prescribed fire and other methods (Nebraska)
 - d. Black-footed ferret conservation (South Dakota)
 - e. The plight of grassland birds and grassland bird monitoring (Montana or South Dakota)
 - f. Increasing landscape connectivity for Pronghorn (Montana)
2. Each video will close with a similar ending, thanking people for caring, and guiding them to the Northern Great Plains Program landing page and the project partner websites where they can find additional information.
 3. Each video will feature an applicable partner biologist or conservationist who can speak to the importance grasslands and/or the specified species.

TECHNICAL REQUIREMENTS

1. Full videos will be no more six (6) minutes in length, with cut down versions of 60 and 180 seconds.
2. Videos will be optimized for online viewing.
3. To tie all four videos together, it is anticipated that each video will open with an identical branded introduction about the importance of Northern Great Plains grasslands and wildlife and will include images of multiple grassland species including, but not limited to:
 - a) Grassland Birds of the Northern Great Plains (McCown's Longspur, Chestnut collared-longspur, Lark Bunting, Western Meadowlark, Greater sage-grouse, Plains sharp-tailed grouse)
 - b) Pronghorn
 - c) Black-footed ferret
 - d) Native prairie grass species
 - e) Large treeless, disturbance free vistas
4. The videos will all close with the same ending thanking people for caring, and guiding them to a landing page on a website where they can find additional information.
5. Each video will feature a wildlife biologist/partner who will speak about the importance of grasslands and the individual species.

6. Each video will have one final cut produced that includes closed captioning and one that does not.
7. There is a strong preference for using high-quality video footage of the featured species as opposed to still shots, where such footage is available. Bidders should research public domain and potential commercial availability of stock footage, and budgets must include an estimate for the cost of stock footage. The proposal should include sufficient stock footage of appropriate Northern Great Plains species and habitats to cover the introduction and conclusion segments, as well as the interview portions, where necessary. If no appropriate footage of one or several of the key species exists, the proposal should make this clear, and the expectation is that still photographs will be used where necessary. Due to budget constraints, obtaining original footage of the highlighted species is not anticipated to be part of this project, unless it is obtained when shooting interviews and habitat shots on location. No additional shooting days for obtaining species footage should be included in the bid.
8. Each video will include appropriate graphics as needed to best tell the story.
9. All closed captioning should comply with Section 508 of the Rehabilitation Act.

OTHER REQUIREMENTS

The video producer will be expected to be in contact with NFWF (and by NFWF's invitation, NFWF's grantees) through all phases of project execution, meeting as needed in person and/or by phone or email. The video producer will be expected to produce all elements of the video, which may include, but are not limited to drafting the video scripts in consultation with NFWF (and by NFWF's grantees), shooting video, lighting, graphics, animation, editing and music. The video producer will be required to provide own production equipment.

DELIVERABLES

The video producer will deliver the finished four videos in desired formats to be determined, along with cut down versions of 60 and 180 seconds designed for online platforms. Each finished video will be used at NFWF's discretion, including but not limited to, NFWF's website, partner agency websites, in advertisements, in television or radio broadcast, distributed to local partners, and posted to social media. Everything produced for these videos will be the property of NFWF, including B-roll, original unedited footage, stills, scripts, audio recordings, special effects and final products. All rights-managed items, such as stock footage and music, should be royalty-free and/or licensed to NFWF. At the conclusion of production, all original footage will be delivered on an external hard drive to NFWF.

ELIGIBLE OFFERORS & CONFLICT OF INTEREST STATEMENT

Eligible applicants include institutions of higher education, other nonprofits, commercial organizations, international organizations, and local, state and Indian tribal governments.

Successful applicants will meet the above eligibility requirements and will have no conflict of interests as described in attachment B.

PROPOSAL GUIDELINES

Please submit a proposal in electronic format (PDF). An appendix may be provided, but will not be required reading by the review team and should not include information critical to the proposal. Proposal must include:

1. Introduction summarizing your company's background, resources and relevant experience.
2. Links to at least three examples and samples of past projects, preferably of a similar size and scope.
3. References from past projects matching those projects used as examples in No. 2 above.
4. Proposed budget for the project. The proposed budget should include suggested work plan and breakdown of fees for professional services, hours and administrative services. You must use the attached Budget Template. **Note: Video producer will be required to travel within the Northern Great Plains with shoots anticipated in Montana, South Dakota and Nebraska.**
5. Proposed timeline for the video production (project completion is expected within 12 months of contract signing). **Please note: given current concerns and uncertainty regarding Covid-19 this timeline may change.**
6. Proposed vision for the video (e.g. broad concepts on what the final product may look like.)
7. Identify any possible sub-contractors and roles in the project.
8. Identify the company's point of contact, including name, title, phone number and e-mail address, and company website.
9. Proposals may also include the following optional deliverables:
 - a) Outlines
 - b) Storyboards
 - c) Graphics

SELECTION CRITERIA:

Proposals received will be evaluated by NFWF on the following selection criteria:

1. Demonstrated experience in creative video development, production and post-production.
2. Understanding the purpose and scope of the video project.
3. Originality and creative approach.
4. Demonstration of cost-effective approaches to video production.
5. Proposed total price.
6. Demonstrated ability to coordinate resources, equipment and required staffing for video pre-production, production, and post-production work.
7. Demonstrated experience producing targeted education videos and experience with natural resource subject matter is preferred but not required.

If NFWF selects a company or companies to perform work described in this RFP, NFWF will then invite the selected companies to finalize proposals (as needed) and review NFWF's standard contract terms. NFWF reserves the right to negotiate concurrently or separately with competing companies. NFWF seeks to maintain a collaborative relationship with the final selected company. Once a contract is finalized, work will be expected to commence immediately, due to tight timelines.

TIMELINE

Thursday, September 10, 2020	Response due to Seth.Gallagher@NFWF.org by 5pm MST
September 2020	NFWF awards contract to video producer(s)
September - October 2020	Define scope of work and final negotiations with selected video producer(s)
October 2020 – 2021	12 month for project production

PROPOSAL SUBMISSIONS

Email all materials to:

Seth Gallagher

Program Manager, Rocky Mountain Region

National Fish and Wildlife Foundation

303-222-6483

Seth.Gallagher@nfwf.org

NOTES:

- NFWF reserves the right to select one or multiple vendors for the work requested, or to reject all proposals received in response to this RFP.
- The selected vendor(s) will be expected to sign a contract for the applicable services substantially in the form provided by NFWF.
- Neither the issuance of this RFP nor the initial selection by NFWF of a vendor proposal for follow-up shall be deemed to obligate NFWF to enter into a contract for applicable services.
- NFWF's payment and other obligations to any vendor for services rendered further to this RFP will commence only after NFWF and such vendor have mutually executed a contract for such services.

ATTACHMENT A

Overarching/Key messages:

- Grasslands conservation is critical to the balance of healthy communities and important to society because of the subsequent ecosystem services (food production, carbon storage, air and water quality, wildlife habitat).
- Conserving grasslands is important to agricultural communities. The primary economic use of grasslands is livestock grazing which is compatible with species habitat needs.
- Pride in the unique species of the Northern Great Plains – despite being in decline, many of these species are endemic to grasslands of North America, meaning they are found nowhere else in the world. We must also conserve our species for future generations
- Biodiversity and healthy grasslands positively affects everyone’s financial bottom line – healthy ecosystems allow wildlife to thrive, attracting tourists and sportspeople who infuse the state’s businesses with cash (hotels, restaurants, transportation services, retail shops, attractions, etc.).
- Partnership and collaboration (between agencies, conservation organizations, agricultural producers and local communities) are key aspects to conserving healthy grasslands
- Human disturbance is a major factor in the decrease and loss of biodiversity and grasslands – whether directly or indirectly. Communities that support healthy grasslands can not only survive but thrive.
- Grassland restoration and conservation efforts stimulate job creation in rural sparsely populated portions of the region. In addition, every dollar invested grassland conservation efforts travel through the region’s economy – design, implementation, and maintenance of projects requires hiring consultants, contractors, employees, and field crews as well as purchasing equipment, goods, and services. People hired to carry out these projects are also known to spend their salaries in their local communities.
- Restoring healthy grasslands is a sound investment for human communities. For example, restored, properly functioning grasslands promote soil health and help to avoid ecological catastrophes seen in the Dust Bowl era.

ATTACHMENT B CONFLICT OF INTEREST STATEMENT

By submitting a proposal in response to this solicitation, the offeror warrants and represents that it does not currently have any apparent or actual conflict of interest, as described herein. In the event an offeror currently has, will have during the life of the contemplated contract, or becomes aware of an apparent or actual conflict of interest, in the event an award is made, the offeror must notify NFWF in writing in the Statement of Quotations, or in subsequent correspondence (if the issue becomes known after the submission of the Statement of Quotations) of such apparent or actual conflicts of interest, including organizational conflicts of interest. Conflicts of interest include any relationship or matter which might place the contractor, the contractor’s employees, or the contractor’s subcontractors in a position of conflict, real or apparent, between their responsibilities under the award and any other outside interests, or otherwise. Conflicts of interest may also include, but are not limited to, direct or

indirect financial interests, close personal relationships, positions of trust in outside organizations, consideration of future employment arrangements with a different organization, or decision-making affecting the award that would cause a reasonable person with knowledge of the relevant facts to question the impartiality of the offeror, the offeror's employees, or the offeror's future subcontractors in the matter. Upon receipt of such a notice, the NFWF Contracting Officer will determine if a conflict of interest exists and, if so, if there are any possible actions to be taken by the offeror to reduce or resolve the conflict. Failure to resolve conflicts of interest in a manner that satisfies NFWF may result in the proposal not being selected for award.

By submitting a proposal in response to this solicitation, the Offeror warrants and represents that it is eligible for award of a Contract resulting from this solicitation and that it is not subject to any of the below circumstances:

Has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an Contract with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or

Was convicted (or had an officer or agent of such corporation acting on behalf of the corporation convicted) of a felony criminal violation under any Federal or State law within the preceding 24 months, where the awarding agency is aware of the conviction, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or

Is listed on the General Services Administration's, government-wide System for Award Management Exclusions (SAM Exclusions), in accordance with the OMB guidelines at 2 C.F.R Part 180 that implement E.O.s 12549 (3 C.F.R., 1986 Comp., p. 189) and 12689 (3 C.F.R., 1989 Comp., p. 235), "Debarment and Suspension, " or intends to enter into any subaward, contract or other Contract using funds provided by NFWF with any party listed on the SAM Exclusions in accordance with Executive Orders 12549 and 12689. The SAM Exclusions instructions can be found here: <https://www.sam.gov/SAM/>