

digital
nova scotia



Request for Proposals
Video Production

Closing date and time:
February 8, 2019 4:00 pm

Contact:
Sebastian Green
Project Coordinator, Tech & Education, Digital Nova Scotia
Phone: 902-414-2585
Email: sebastian@digitalnovascotia.com

Client and Project Overview

Background and overview

Opening Doors is a collaborative pilot project, created to reduce the unknown, eliminate the fear, and provide opportunities to expose educators to the information and communications technology (ICT) industry. The ICT and digital technologies sectors have rapidly become integrated into every profession. Tech is in healthcare, oceans, automotive, education, and construction to name a few, yet many teachers are unaware of the opportunities technology holds for their students. Screen-time, video games, and the arts are now pathways to exciting careers in ICT, and after decades of the same language around careers, it's time for a change.

The project will be delivered and driven by Digital Nova Scotia (DNS), with strategic support from the Discovery Centre, and the Halifax Regional Centre for Education (HRCE) and the Annapolis Valley Regional Centre for Education (AVRCE) acting as collaborators to ensure the successful implementation and integration into the education system.

Partners

Digital Nova Scotia (DNS)

DNS is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector. Programs, events, and partnerships enable DNS to connect the digital community and promote its successes. Through skills development, capacity building, industry events, collaboration, and the promotion of IT opportunities, DNS supports our sector as it continues to grow, evolve and thrive. As a membership driven organization, DNS engages with all stakeholders from start-ups and SME's to large multinational corporations, universities and colleges, government, and non-profits.

The Discovery Centre

The Discovery Centre is a non-profit, registered charitable organization that is passionate about its mission to bring STEAM to life through fun, interactive learning experiences. The Discovery Centre provides hands-on experiences in STEAM through exhibits and travelling exhibits, school programs, and community outreach programs.

Salesforce.org

Everyone who wants to change the world should have the tools and technology to do so. Technology is the most powerful equalizer of our time, providing access to data, knowledge, and — above all — connections. Salesforce.org gets our technology in the hands of non-profits, educational institutions, and philanthropic organizations so they can connect with others and do more good. As a social enterprise, the more missions our technology supports, the more we invest back into technology and communities, creating an endless circle of good. We're here to help; visit us at [Salesforce.org](https://www.salesforce.org).

Request for Proposal (RFP)

Background and overview

Do you love telling stories through engaging videos? We are looking for creative content to help us increase awareness of opportunities in our sector and inspire our youth to explore Nova Scotia's thriving tech community. We are looking for proposals from businesses, groups, organizations, or individuals for original content creation in the form of ten (10) videos. Each video will focus on one company and highlight their contribution to our ICT and digital technologies industry. The videos will be used as a resource for teachers and be shared with the public to demonstrate the rapid growth of the sector.

Deliverables

Ten (10) videos highlighting the key industry members chosen by Digital Nova Scotia. The video may include footage of their workspace or office, short interview segments, and marketing or information overlays. Creativity is highly encouraged! Each video should be roughly four (4) minutes in length and focus on the opportunities that the company provides and their impact in Nova Scotia. All content in these videos must be original content created for this project. The schedule regarding topics such as filming dates, feedback and review processes, and final edit delivery will be determined during negotiations between DNS and the chosen applicant.

Proposal Requirements

Applicants are required to submit *Appendix A* with their proposal and list any confirmed, or potential partners that may be involved in the production. To ensure clear communication and create direction, the proposal should clearly and concisely outline the applicant's approach for execution, general movement and timeline, and any creative visual ideas for a four (4) minute video.

Key Dates

The deadline for RFP response is February 8, 2019 at 4:00 pm, and the status notification to top applicants will be no later than February 28, 2019 at 4:00 pm.

Proposal Submission

Please send all RFP responses to the following:

Sebastian Green
Project Coordinator, Tech & Education, DNS
sebastian@digitalnovascotia.com

Proposal Acceptance

Digital Nova Scotia reserves the right to negotiate with any applicant who has submitted a proposal or with other parties as deemed in the best interests of Digital Nova Scotia. This Request for Proposals is not to be construed as an offer.

Digital Nova Scotia reserves the right to reject any or all proposals and to waive formality, informality, or technicality with the acceptance of a proposal for this project. Any proposal not supported by the information requested may be rejected. Digital Nova Scotia reserves the right to not proceed with any or all aspects of this project without compensation for expenses to applicants.

Preference will be given to those who are Digital Nova Scotia members.

Proposal Validity

Proposals shall be valid for a period of sixty (60) days from the closing date or such a time as may be mutually agreed on in writing. Digital Nova Scotia reserves the right to request an in person follow up meeting prior to final acceptance of any proposal. Proposals will be ranked, and the top applicants will receive a follow up notification

General Conditions

Schedule

The accepted applicant shall contact Sebastian Green, Project Coordinator, DNS, the day before any filming is to take place and bi-weekly to provide an update on the progress of the project and the schedule of work throughout the duration of the project. DNS will be responsible for coordinating the schedule with the chosen applicant and the business members. The filming sessions may be located in and around HRM and the Annapolis Valley area and will take place at the company's business location or at another appropriate venue chosen by Digital Nova Scotia.

Confidentiality

No speech or performance will be broadcasted, reproduced, or recorded in any form without the specific consent of Digital Nova Scotia. Information provided by Digital Nova Scotia will be treated as confidential and will not be disclosed to any third party without our written permission except as necessary to perform the contract.

Information collected

The accepted applicant is advised that all information produced in the course of the contract including but not limited to produced video content, written material, marketing material is to be considered the property of Digital Nova Scotia. Any materials produced may not be distributed, transmitted, copied, or downloaded, or otherwise made available without written consent from Digital Nova Scotia.

Appendix A: Proposal Information Sheet

Applicant information (company, group, business, organization, or individual):

Company Name (if applicable):

Contact Person 1

Name:

Mailing Address:

Civic Address:

Telephone & Email:

Contact Person 2

Name:

Mailing Address:

Civic Address:

Telephone & Email:

Please provide two (2) references of a business nature.

Reference 1

Name:

Relationship to applicant:

Contact Information:

Reference 2

Name:

Relationship to applicant:

Contact Information:

Please provide an overview and general required production timeline for a video.

Example

Equipment setup – 1 hr

Filming – 2 hrs

Equipment Teardown – .5 hr

Editing – 5 hrs

Please provide two (2) samples that show past video production work.

Material Reference 1

Link to Material:

Background information:

Material Reference 2

Link to Material

Background information:

Please attach a quote for a total of ten (10) videos, including filming and editing.