



REQUEST FOR PROPOSAL (RFP)

RFP #24-45-TOR Video Asset Capture and Production Services

Date of Issue: July 18, 2024

Bid Submission:

Proposal together with all other attachments as identified in the RFP “*Submission of Proposals*”, to be uploaded to the City of Vernon procurement portal (Bonfire)

RFP Timetable:

Event:	Date:
Issue Date of this RFP	Thursday, July 18, 2024
Deadline for Questions	Thursday, August 8, 2024, 2:00pm PT
Last Day for Issue of Addenda	Tuesday, August 13, 2024; 2:00pm PT
RFP Closing Date and Time:	Tuesday, August 20, 2024; 2:00:00 PM PT
Notice of Award Date (estimated)	Tuesday, August 27, 2024

The RFP timetable is tentative only, and may be changed by the City at any time. Bids received after the Submission Deadline will not be accepted.

Contact:

Romona Marshall, Manager, Procurement Services
marshall@vernon.ca

Any questions regarding the project are to be directed through the Procurement Portal – Bonfire in the Messages section: Opportunity Q & A. Note that any questions being submitted are only available for viewing by the City of Vernon. Should questions arise that result in answers that have a material value to the project, they will be issued via an addendum for all proponents to view.

Invitation to Proponents

This Request for Proposals (the “RFP”) is an invitation by The Corporation of the City of Vernon (the “City”) to prospective proponents to submit proposals for the provision of **Video Asset Capture and Production Services**, as further described in the Part A: The Services.

Tourism Vernon is in a need of a creative video production agency to help not only capture new video assets but also concept, direct and produce videos for 2025 marketing campaigns. Ideally, they would concept, create shot lists, organization and logistics for pre-production. Then execute the shoots and work with staff to secure talent. Deliverables may be 1 x 60 second, 1 x 30 second cut down, 3 x 15s and vertical cutdown for social reels. We are potentially looking at doing a 3 year contract for this project to lock in a creative agency to work with in the long term.

The RFP documents and registration form have been posted and are available for download at:

URL: <https://vernon.bonfirehub.ca/portal>

Click the link above or type the address into your browser to go to the portal; register as Vendor and the documents will be accessible. It is recommended to download from a PC and ensure your firewall and virus security allows downloads.

The City of Vernon reserves the right to accept or reject all or part of any proposal, and to accept the Proposal in total or in part, or to accept the Proposal which it deems most favourable in the interest of the City of Vernon.