



## **Videography Services Dulles Area Association of REALTORS® Request for Proposal**

### **Overview**

The Dulles Area Association of REALTORS® (DAAR) is soliciting proposals from qualified professionals to provide videography services for a variety of projects.

### **About DAAR**

Founded in 1962, DAAR serves almost 1,400 members and affiliates working in all aspects of real estate throughout Loudoun County and the Northern Virginia area. DAAR's purpose is to provide REALTORS® with the resources that enhance their ability to serve the public in a professional and ethical manner; and to act as the leading advocate for private property rights, as well as legislative and industry issues affecting REALTORS®. DAAR is governed by a 21-member board of directors elected by the membership. Members are offered extensive continuing education courses through the DAAR's Real Estate School, as well as opportunities to network, seek industry recognition, and become involved in government affairs and the political action committee.

### **Scope of Work**

DAAR seeks qualified professionals or teams of professionals who will provide videography services on a contract basis. Professionals may select the contract length:

1. Individual project;
2. One-year contract;
3. One-year renewable contract, not to exceed \_\_\_\_\_ years; or
4. \_\_\_\_\_-year contract

Services will be performed on call, will have at least [indicate minimum amount of lead time necessary \_\_\_\_\_one week; \_\_\_\_\_one month] notice, and will be invoiced monthly for work completed to date or at the completion of each project. Services needed range from video recording events, such as an Installation or Awards Ceremony, to creating video promotional material and recording interviews. Video projects will be planned with adequate lead and turnaround time, depending on the project.

Most work will be conducted at DAAR headquarters. The videographer for the project will be responsible for pre-production technical advice on developing the video and their artistic direction, plus location scouting, setting up the individual shots for best possible sound and video, lighting and filming the shots, choosing and obtaining the rights for music, and editing and assembling the final videos. The videographer is responsible for supplying all video and audio equipment and preparation. Any entrance or event fee will

be waived or covered, including parking. Meetings to discuss assignments or contracts will be needed and part of the contract.

DAAR will develop a more detailed Scope of Work based on the selected videographer's proposal. Such Scope will be included in the contractual agreement covering the subject matter of this RFP.

### **Proposal Submission\* and Evaluation**

The proposal in response to this RFP should include:

1. Letter of interest that includes his/her professional credentials and a synopsis of qualifications of the videographer. Please clearly state the individual representing the contractual authority.
2. Profile of firm including number of employees, location, and relevant experience working on similar efforts within the last five (5) years. Please include the professional credentials of the professional staff. Describe the videographer's experience with REALTOR® associations or other associations in the execution of similar services.
3. Description of how the videographer will fulfill the Scope of Work and provide deliverables.
4. Provide a proposed fee schedule, including hourly rates for all job titles and services considered typical for execution of this type of effort. Proposals should also include a "not-to-exceed" amount.
  - a. For those interested, DAAR offers affiliate partnership and sponsorship opportunities help raise awareness of your business with DAAR members. Each opportunity serves as an effective extension of your marketing efforts and offers various levels of exposure designed to showcase the value your business brings to the real estate community. Indicate if you would like to learn more about this unique opportunity.
5. Disclose any material agreements, relationships, or employment the videographer, firm, or team members have that may create a conflict of interest or the appearance thereof.
6. Provide 3 references by listing name, company, phone and email.
7. Optional supporting materials of you/your firm's choosing.

Proposals will be evaluated based on clarity, specificity, outline of proposed solution/approach, and cost. Additional criteria include the ability to undertake the service, professional excellence, demonstrated experience and competence in the services to be provided; education and experience of the staff; quality and relevance of recent or on-going relative experience; and possession of the desirable qualifications listed above. DAAR reserves the right to conduct discussions for obtaining "best and final offers."

\*Digital submissions are required.

**For Questions/More Information**

Contact Brenda Morton, DAAR, (571) 291-9804, [bmorton@dullesarea.com](mailto:bmorton@dullesarea.com)

**Proposal Submission**

Please submit proposals no later than Wednesday, May 31, 2017 at 4:30 p.m.