



September 22, 2021

**Request for Proposals – Photography and Video Production Services
Please respond by October 22, 2021**

Dear Colleague:

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a qualified individual or entity to assist in photography, voice (radio), and video production for specific projects and events and play a role in the collaborative creative brainstorming and development of an annual brand and creative campaign with NPRC's other partners.

Proposals are due, as set forth in the attached bidding instructions, no later than 5:00 p.m. on October 22, 2021 and will be accepted via email to apetrosky@rrcnpa.org or mail to Northern Pennsylvania Regional College, Attn: A. Petrosky, 300 2nd Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC please visit <https://regionalcollegepa.org>, or contact the undersigned or individual identified in the attached bidding instructions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Abigail Petrosky', written in a cursive style.

Abigail Petrosky
Marketing and Public Relations Coordinator



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Dear Colleague:

A. Subject and Intent

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a qualified individual or entity to assist in photography, voice (radio), and video production for specific projects and events and play a role in the collaborative creative brainstorming and development of an annual brand and creative campaign with NPRC's other partners.

B. Background

Northern Pennsylvania Regional College ("NPRC" or the "College") is a 501(c)(3) private non-profit institution of higher education headquartered in Warren, Pennsylvania that provides affordable and accessible post-secondary education to the residents of a nine-county footprint in northwestern Pennsylvania. NPRC's academic department offers six associate degrees, two certificates, and two occupation-based credentials. NPRC's workforce development department offers over 60 courses in 15 occupational areas. There is one staff person dedicated to marketing and public relations and they are working to incorporate streamlined development processes and collaboration with various departments of the college to meet the constantly expanding marketing and recruitment needs to ensure messaging and brand alignment college wide.

C. Scope of Services Requested

Agencies or individuals responding to this Request for Proposal (RFP) should have experience in marketing and/or public relations communications and designing high-quality, cohesive advertising and marketing collateral with audience-specific appeal for businesses, educational entities, or other non-profit organizations. The response to this request will be on a project and event basis outlined below. Successful and timely completion of these projects may result in a continued or expanded scope of work and contract.

NPRC requests the following projects to be evaluated as part of this proposal:

1. Annual campaign commercial production and corresponding photography for use throughout the year in different marketing and advertising campaigns. Annual campaigns have often included production of three to five 30- or 60-second commercials for television, 60-second commercials for radio, and planning/production occurs through the fall/winter. These needs are based on the inventory available as part of our annual media buy.
2. Ongoing social media video content campaign production. This on-going campaign will align with brand messaging and activities of the college for continued publication of new online video content. Anticipated expectations include 6-10 videos.

3. In-class photography/video content that accurately depicts our delivery model and classroom environments in 5-10 different classroom location across our service area. May include weekend hours to accommodate for hands-on lab classes.
4. Grand opening of NPRC Education and Training Center - Erie – November 4 at 2:00 p.m. Approximately two (2) hours of time for ribbon-cutting and reception event photography.
5. Commencement – May 21, 2022 – Approximately four (4) hours of time with photography and videography and including a means for live-streaming this event. Photography will include event and individual photos of graduates for purchase post-graduation.

D. Information to be Provided

NPRC will provide the following for completion of respective projects identified:

1. brand and style guidelines, including, but not limited to color codes, logos, and appropriate messaging for necessary campaigns and graphic needs for video
2. event dates and timelines for specific projects
3. necessary copy points, shot lists when applicable, and content necessary and relevant to project completion
4. any relevant additional information requested by the contractor.

E. Results and Schedule

The selected agency or individual will work with NPRC to establish concrete deadlines and plans for completion of the scope of work. All files delivered to NPRC will be final versions, with closed captioning where applicable, at the standards necessary and requested by television, radio, and other NPRC partners.

F. Proposal Requirements

In summary, the reply to this request for proposal should include the following:

1. Proposed fees to include anticipated itemization of costs associated with identified individual projects, hourly rates where applicable, and total cost of the scope identified in this request;
2. proposed methodology and process for project completion;
3. names of key members of the team who will be assigned to do editing, production, photography, etc.;
4. a list of references;
5. submission of portfolio samples to include all aspects of this scope of work; and
6. proposal for the direction of the creative brand campaign (print, radio, television, digital, and social) that NPRC's selected partners will be expected to collaborate on and how the submitting agency/individual anticipates working with other NPRC partners on this campaign.

G. Criteria for Selection

In deciding upon selection of a proposal, the College will consider: (i) cost; (ii) submitted creative samples; (iii) proposed methodology, (iv) ability to meet deadlines; (v) references; and (vi) the business needs of the College. The final decision selection of a service provider will be made by October 29, 2021.

H. Submission and Point of Contact

Proposals should be submitted by mail or email in order to be received no later than October 22, 2021. Submissions will be accepted via

- Email to apetrosky@rrcnpa.org or
- Mail to: Northern Pennsylvania Regional College, ATTN: A. Petrosky; 300 2nd Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC or the services requested in this proposal, please visit <https://regionalcollegepa.org>, or contact Abigail Petrosky at (814) 230-9010 or apetrosky@rrcnpa.org.

Sincerely,



Abigail Petrosky

Marketing and Public Relations Coordinator