



## Arizona Sports Foundation

### **REQUEST FOR PROPOSAL**

### Video Production Services

### 2019-22 Seasons (3 years)

The Arizona Sports Foundation is requesting proposals for video production services for the Fiesta Bowl Organization's 2019-20, 2020-21 and 2021-22 seasons.

As a nonprofit focused on fostering a culture of community involvement and giving, the Fiesta Bowl Organization hosts numerous local events throughout the year, as well as two elite bowl games a year – the Fiesta Bowl and the Cheez-It Bowl. A long-standing tradition, the Fiesta Bowl is dedicated to cultivating a culture of community outreach and philanthropy, through which we strive to make Arizona a better place to live, work and play.

Proposals from submitting companies for professional services for video production must be received by the Fiesta Bowl by **5 p.m. (PST) on June 14, 2019**. Electronic submissions and proposals via USB will be accepted. Late proposals will not be considered.

**Please submit proposals and any questions to:**

**Scott Leightman**, Senior Director of Communications

Arizona Sports Foundation (Fiesta Bowl)

7135 East Camelback Road, Suite 190 | Scottsdale, AZ 85251

[sleightman@fiestabowl.org](mailto:sleightman@fiestabowl.org)

480.517.6291

## **SELECTION CRITERIA AND PROCESS**

Properly-submitted proposals will be reviewed by an evaluation and selection committee. Proposals will remain confidential and will not be shared with anyone outside of the committee. All submitted materials will become the property of the Fiesta Bowl and will not be returned. Finalists may be selected to attend an in-person meeting to discuss services. The Fiesta Bowl will notify provider if they have been selected to meet.

Proposals submitted for video production services will be assessed by the evaluation and selection committee based on the following factors:

### **CAPACITY AND CAPABILITY**

- The capacity of the provider to work with Fiesta Bowl Staff to meet tight turnaround deadlines for communication and the ability to handle multiple and complex projects.
- The capability of the provider to work with and transfer HTML, PageMaker, Microsoft Word, InDesign, Publisher and other files.
- The ability of the provider to exercise creativity within the parameters of Fiesta Bowl standards.
- The ability of the provider to enhance Fiesta Bowl branding efforts.

### **EXERIENCE AND EXPERTISE**

- Past performance providing services that are identical or similar to the work identified in the scope of services.
- Assignment of individuals with specific knowledge, education, training and experience to carry out the work identified in the scope of services.
- Familiarity and experience working with sports organizations.
- Familiarity and experience working with nonprofit organizations.
- Samples of past videos similar to those described in the scope of services.
- Assignment of individuals with specific knowledge, education, training and experience to carry out the work identified in the scope of services.
- References that can speak to provider's past performance.

### **FEES AND PRODUCT PRICING AND ABILITY TO ADHERE TO BUDGETARY GUIDELINES**

- The capability of provider to summarize, present and adhere to fees and product pricing approved by the Fiesta Bowl.
- The provider's willingness to work within the Fiesta Bowl's budgetary guidelines for any and all productions.

## **SCOPE OF WORK**

The Fiesta Bowl is seeking a videography partner to serve as the in-house video services provider for the next three Fiesta Bowl organization seasons (2019-20, 2020-21 and 2021-22). The work will be over the full 12-month calendar, with heavy emphasis during the December holiday period that encompasses the college football bowl games and Fiesta Bowl Parade.

The scope of work shall include, but is not limited to:

- Pre-production and client meetings
- Producing, scripting, shooting and editing full video packages for designated Fiesta Bowl events
- Shooting and providing quick-turn footage reels for social media, media distribution
- Inventory catalog of Fiesta Bowl footage and general content for events worked by provider
- Collaboration with the Fiesta Bowl to determine the vision and the specifics of the final product for each video package
- Editing videos on an as-needed basis for events, website, social media and presentations
- Providing footage and video packages to news stations as requested

## **SAMPLE SCHEDULE OF EVENTS**

The anticipated schedule of events is as follows. However, events specifics may change, and events may be added or omitted throughout the season at the sole discretion of the Fiesta Bowl. Please note that, while we look to avoid it, last-minute videography requests may occur.

The items below indicate the anticipated annual schedule of events for shooting purposes. For each designated event, the Fiesta Bowl will collaborate with the videography partner to determine final product specifications. Please note that some of the events may be throughout the state of Arizona, not necessarily in the Phoenix metro.

- Aerospace Challenge – 1.5 shoot days (1 day prelim, ½ day for finals)
- Volunteer Video - 1 shoot day
- Kaboom Playground Builds
  - Fall - 1 day
  - Spring - 1 day
- Wishes for Teachers - 2 shoot days (4 half day shoots)
- Kickoff Luncheon - ½ day
- Spirit's Birthday Party - ½ day
- Fiesta Bowl Charities Check Presentation Tour - 1.5 shoot days (3 half day shoots)
- Youth Football Clinic - ½ day
- Fiesta Bowl Charities Grant Reception - ½ shoot day
- Operation Santa Claus - ½ shoot day
- Par 3 Challenge - 2 days
- 3 on 3 Basketball Classic – 1 shoot day
- Bike Race - 1 shoot day
- Field Dedication - 1 shoot day

- SelectionFest – 1 shoot day (2019-20 only)
- Fiesta Bowl/Cheez-It Bowl/Parade Game Week - 10 days (includes daily selects provided)
  - Team Arrivals at Airport (x4)
  - Press Conferences (3 separate days for Fiesta Bowl)
  - Media Days (4 teams; 2 separate days)
  - Team Outreach Events (4 teams dispersed during the week)
  - Team Practices (6 practices dispersed during the week; b-roll capture only)
  - Parade Event Day
  - Cheez-It Bowl gameday (game and ancillary events)
  - Fiesta Bowl gameday (game and ancillary events)

*\*Will need to be available multiple days (specific dates and times TBD)*
- Floating Days - 10 shoot days  
(i.e. Interviews, Behind the Scenes content, misc. events, esports)

**\* Season recaps, sponsor recaps, charity/community recaps and game/event sizzle reels will be expected from the footage shot at all the events listed above. The Fiesta Bowl will collaborate with the videography partner to determine final product specifications.**

**\*\* The organization also requests usage of green screen at Provider studio to create social media photos and videos for organization use. This would not include Provider production, shooting, personnel; simply to use of a green screen and studio space, at a mutually agreed upon time/date.**

## **PROPOSAL CONTENT**

Please answer the following questions in your proposal:

Please tell us about your team:

- Where are your corporate offices located?
- What is the size and organizational structure of your company?
- Who will be assigned to Fiesta Bowl events and production?
- How many years of related experience does your company have?

Please provide an overview of your company's scope of services:

- Describe your company's experience in providing video production services to sports organizations and organizations in the nonprofit sector.
- Do you plan to outsource any of your work? If so, how do you manage that process?
- Include a gallery of related videography projects.
- How would your company work with the Fiesta Bowl to ensure requested events are covered, including during the December holiday period?
- Include a relevant client list and the number of years you have worked with them.
- Are you willing to provide any services pro-bono?

Please provide a breakdown of all costs that would be associated with the project:

- Include a breakdown of all costs, with a detailed explanation, including editing, staff overtime, delivery, service, holiday rates, on-site labor, etc.
- Please price out each event individually or at an hourly rate.

**Outline your recommended billing structure, including any concessions that you can provide to the Fiesta Bowl Organization.**

## **INSURANCE REQUIREMENTS**

Vendor shall procure and maintain, until all of its obligations have been discharged including any warranty periods, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work contemplated herein by Vendor, its agents, representatives, employees or sub-contractors.

The insurance requirements are minimum requirements and in no way limit indemnity covenants. Arizona Sports Foundation, Valley of the Sun Bowl Foundation, Fiesta Events, Inc. and Arizona College Football Championship Foundation in no way warrants that the minimum limits contained herein are sufficient to protect the Vendor from liabilities that might arise. Additionally, depending on the scope of work, Foundation reserves the right to request additional amounts and types of insurance applicable to the service Vendor provides. All policies of liability insurance: (i) SHALL NAME ARIZONA SPORTS FOUNDATION, VALLEY OF THE SUN BOWL FOUNDATION, FIESTA EVENTS, INC. AND THE ARIZONA COLLEGE FOOTBALL CHAMPIONSHIP FOUNDATION AS ADDITIONAL INSURED; (ii) shall be primary and non-

contributing with or supplemental to any other insurance carried on behalf of any of the additional insureds; (iii) shall not lapse, be cancelable, or subject to material modification until after thirty (30) days' written notice from the insurer to Foundation; and (iv) shall remain valid and enforceable notwithstanding the insured's waiver of subrogation and rights of recovery as provided in an Agreement.

**A. Commercial general liability – occurrence form**

Commercial general liability insurance (including coverage for bodily injury and death, complete operations, and product liability)—Such policy must provide limits of liability for at least Two Million US Dollars (\$2,000,000.00) for any one occurrence caused or alleged to have been caused by an act or omission of Vendor. The term of the insurance policy must be for a time period of no less than the duration of this Agreement. Any “care, custody, and control” policy provisions purporting to exclude coverage of Foundation and its contents shall be deleted from such policy. Such policy shall be non-cancelable with respect to Foundation and not subject to any change with respect to Foundation except after thirty (30) days' written notice, by registered mail

**B. Fire and extended coverage insurance**

Such policy must cover all equipment, materials, and other property placed in Foundation and insure all such property for the full value thereof. In the event that Vendor sustains any loss by reason of fire or other casualty which is covered or which could have been covered by such fire and extended coverage insurance policy, (excepting such fire or casualty caused in whole or in part by the negligent acts or omission or willful conduct of Foundation, its agents, representatives, or employees) then Vendor agrees to look solely to its fire and extended coverage insurance proceeds (if any) for the satisfaction of such casualty or loss. Vendor shall have no right of recovery against Foundation, or its agents, representatives, or employees. No third party shall have any right of recovery against Foundation, its agents, representatives, or employees by way of subrogation, assignment, or otherwise.

**C. Worker's compensation insurance**

Workers' compensation insurance, employer's liability insurance, and all other insurance coverages of a similar nature or character applicable or relating to the employment by Vendor of its officers, employees, representatives, agents, or independent contractors— Such policies must include coverage of no less than what is required by statute.

**D. Business automobile liability coverage**

Such policy must include coverage with a combined single limit coverage of no less than One Million US Dollars (\$1,000,000) for all vehicles, whether owned, leased, or otherwise by Vendor.

**E. Companies issuing the insurance policies referenced above shall have no recourse against Foundation for payment of any premiums or assessments for any deductibles, which are at the sole risk of Vendor. ALL SUCH POLICIES SHALL CONTAIN WAIVERS OF SUBROGATION**