Request for Proposal: Videography Communications Support

We will consider all responses that are sent to communications@NASTAD.org by 5:00 pm ET on December 11, 2020. Please include the name of the project, “Videography Communications Support” in the subject line.

PROJECT SUMMARY

Through this RFP, NASTAD intends to enter into a contractual agreement with several vendors who can provide the following support:

- Videography

Vendors selected through this process will be eligible to work with NASTAD through December 2023. For this RFP, there is no set number of projects to be delivered. Rather, individual projects or scopes of work will be developed by NASTAD at its discretion on an as-needed basis. NASTAD will select a vendor(s) who can provide the best value in terms price, quality, performance, and relevant experience.

Videography

NASTAD requests proposals from experienced videographers and editors who specialize in producing compelling videos, working with non-profits, and developing materials for sensitive public health challenges such as HIV.

The selected designer(s) will produce videos that promote our organization’s goals and work. Examples of previous videos include:

- NASTAD’s #BlackLiveMatter Credo
- Well Versed Patient and Provider Series and Real Authentic Words Web Series

We estimate that we will have at least half a dozen video projects per year over the project period for this RFP. The amount of hours can vary significantly from month to month and by project. Over the last two years, we have averaged more than 150 hours of filming and editing work each fiscal year across multiple vendors.

WHO WE ARE

NASTAD is a leading non-partisan non-profit association that represents public health officials who administer HIV and hepatitis programs in the U.S. Our singular mission is to end the intersecting epidemics of HIV, viral hepatitis, and related conditions. We do this work by strengthening domestic and global governmental public health through advocacy, capacity building, and social justice.
PROJECTED TIMELINE

November 2020 – December 2023

- November 20 – Release of RFP
- December 11 – Proposals due
- December 14 – 15 – Notification
- December 2020 – Project kickoff
- December 2020 – December 2023 – Project implementation

THE INFORMATION WE NEED

For consideration, please provide:

1. Company/Freelancer name
2. Contact information
3. Brief description of your experience
4. Description of approach to communications and technology consulting projects
5. Description of your availability
6. Description of your pricing model and breakdown of your fees by role

SELECTION CRITERIA

The following will be key factors in our decision-making process:

- Demonstrated commitment to exceptional customer service and responding to client requests in a timely fashion.
- Experience working with non-profit organizations, especially organizations focused on sensitive public health challenges such as HIV and key populations such as gay and bisexual men and Black communities.
- Price that is commensurate with the value offered by the firm/individual and ability to work within a budget.
- Potential for a long-term partnership; not just a one-time engagement.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Vendor takes a holistic approach to an organization’s communications and technology needs.
- Responses are presented in a clear, organized, and logical manner.