

Video Production Request for Proposal

2019 SeaPerch Challenge

www.seaperch.org



2019 SeaPerch Challenge

June 2, 2019 | University of Maryland, College Park, MD

Event Organized by:



1. Purpose of the Request for Proposal (RFP)

The purpose of this RFP is to provide RoboNation with the information to effectively compare vendors who can assist with the capturing of b-roll and interviews at the 2019 SeaPerch Challenge.

2. RoboNation Information

2.1. About RoboNation

- Mission: RoboNation is a nonprofit organization whose mission is to provide a pathway of hands-on educational experiences that empower students to find innovative solutions to global challenges.
- Vision: We envision a world where technology unites people to learn, share and create.

2.2. About SeaPerch Challenge

- The SeaPerch Challenge is a RoboNation robotics competition. Teams of elementary, middle and high school students from all around the world gather to compete with their SeaPerch, a Remotely Operated Vehicle (ROV). Through this competition, teams will compete in the obstacle course and mission challenge, built to incorporate a Rescue and Recovery Mission, inspired by the Thai Cave Rescue in 2018. When teams are not participating in the pool competition, they will be presenting their engineering design, attempting Citizen Science challenges and working on their vehicle in the Team Pit Area. With just under 200 teams, it's sure to be fun-packed weekend!
- The 2019 SeaPerch Challenge will be taking place June 1-2 in College Park, Maryland.
 - www.seaperch.org
- Coverage from 2018 SeaPerch Challenge
 - [Video Coverage](#)
 - [Photo Coverage](#)

3. Submission Packages

3.1. B-Roll and Interview Package

- Capture b-roll over the course of the competition (Required days on-site: 2 June, Sunday).
 - Students / Teams
 - Interactive
 - a. Students working on vehicles/Triage Area
 - b. Collaborating with other teams
 - c. Presentations/Citizen Science Area
 - Footage Takeaway: What inspired you to participate in this RoboNation competition?
 - Industry (Signature Sponsor: Raytheon)
 - Interactive
 - a. Working with teams
 - b. Teams approaching sponsors
 - c. Industry officials walking around on-site
 - d. Industry interviewing or approaching students/teams
 - e. Tech Talks in Presentation area
 - Footage Takeaway: What inspiration have you found from supporting this program?
 - Educators
 - Interactive
 - a. Working with students
 - b. Challenging students
 - Footage Takeaway: Why do you think it is important for students to participate in these out-of-the-classroom learning experiences?
 - Community
 - Interactive
 - a. Spectators
 - b. Cheering at pool competition
 - c. Volunteers/Judges in action
 - Footage Takeaway: What was the most interesting thing you did/learned by visiting the SeaPerch Challenge? Why is it important to support the STEM community? What, if anything, is unique about the RoboNation community?
 - Staff/Organizers
 - Interactive
 - a. Technical Staff interacting with teams
 - b. Holding meetings
 - c. Beginning/end of teams' practice runs
 - d. Assisting at the team pit area/citizen science
- Capture interviews to best represent the attendees at the event.
 - Students / Teams
 - Industry
 - Educators
 - Staff/Organizers

3.1.1. On-site Requirements

Provide on-site videography needs:

- Date: Sunday, June 2, 2019
- Times: 8:00am – 4:00pm
- Location: University of Maryland, College Park, MD

3.1.2. Submissions

Provide all footage and b-roll.

- Selected production company will receive access to the SeaPerch Challenge Media Kit. All footage and b-roll must be shared with RoboNation in this folder.
- Organization
 - B-roll
 - Student/Teams
 - Industry
 - Educators
 - Community
 - Staff/Organizers
 - Interviews (with names of individuals, team representing)
 - Student/Teams
 - Industry
 - Educators
 - Community
 - Staff/Organizers

All footage must be shared by: Wednesday, June 5

3.1.3. Provisions (provided by RoboNation)

The following are requirements that will need to be provided to properly meet the expectations.

- Workspace adequate for management staff and storage of equipment.
- Electrical power in workspace.
- Assistance in identifying interview subjects.
- Assistance in determining b-roll and interview content.

4. Requirements

4.1. RFP Schedule

The following is the schedule for proposals:

	<u>Date</u>
Release of RFP	Wednesday, May 15, 2019
Proposal Due Date	Wednesday, May 22, 2019
Selection notice	Friday, May 24, 2019

4.2. Questions Concerning the RFP

Any questions or inquiries on the RFP must be in writing (emails accepted) and must be received prior to midnight (EST) on Wednesday, May 22, 2019. They may be directed to Julianna Smith at jsmith@robonation.org. Any material questions that are received will be responded to in writing with copies provided to all of the potential RFP respondents.

4.3. Confidentiality

All information presented in this RFP, including any information that is subsequently disclosed by the RoboNation during the proposal process, should be considered strictly confidential. Proposal contents will be held strictly confidential by RoboNation.

4.4. Miscellaneous

This RFP does not convey a commitment to award a contract or to purchase services. RoboNation reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason. RoboNation will not be liable under any circumstances for any expenses incurred by any bidder in connection with the selection process.

5. Proposals

5.1. Submission

Proposals must be received by no later than the close of the business day (EST) on Wednesday, May 22, 2019. They should be submitted to Janelle Curtis at the following address. Email submissions must be received by no later than midnight, Wednesday, May 22, 2019. Hardcopy submissions must be received at the physical address below no later than close of business on Wednesday, May 22, 2019. (all times in Eastern Time zone)

Submit proposals to:

Julianna Smith
 Outreach Specialist
 RoboNation
 2700 S. Quincy Street, Suite 400
 Arlington, VA 22206
 Email address: jsmith@robonation.org

5.2. Specifications

- **Goal.** This is a request for a proposal to assist with the capturing of b-roll and interviews covering the 2019 SeaPerch Challenge.
- **Timetable.** In your proposal, indicate the steps necessary to complete the project and include anticipated time necessary to complete each step.
- **Price.** Price quote should clearly itemize costs contained within quote and what vendor features are at an additional cost (e.g., on-site training, etc.).

5.3. Background Information

Please include in your proposal the following background information regarding your organization and the staff who would work on this project. [See Attachments One and Two for additional considerations.]

- a) Company name and address.
- b) Organization chart.
- c) Description of company's experience with previous similar work implementing video production at an event and provide examples of your previous work.
- d) Identify primary contact person, project leader and other staff to be involved in the project. Indicate the anticipated role and responsibilities of each staff person on the project and their prior experience on similar projects.
- e) Provide three recent references for which your organization has implemented video production covering an event.

5.4. Evaluation:

Proposals will be evaluated by RoboNation and its selection committee. Any proposal may be rejected if it is late, conditional, incomplete or deviates from the specifications in the RFP. RoboNation reserves the right to request additional information or discussion or presentation in support of the written proposal.

6. Terms and Conditions

a) Confidentiality

Vendor shall at all times keep confidential and secret and shall not disclose to any other person, other than a person authorized by RoboNation in writing, all information and other matters acquired by Vendor in connection with the Agreement that are proprietary and confidential, including, but not limited to, information relating to RoboNation's finances, budgets, members, customers, program development plans, and all information system user names, passwords and other logon information that may be provided to Vendor. Both during and after the term of the Agreement, Vendor agrees not to disclose or disseminate such information to any third party (unless contemplated by the Agreement), and not to use such information for Vendor's own benefit, or for the benefit of any third party, without the prior written consent of RoboNation. All such proprietary and confidential information used or generated during the course of Vendor's engagement by RoboNation is the property of RoboNation. The foregoing obligations shall not apply to (a) information which, at the time of disclosure, was in public domain; (b) information which Vendor or its affiliates can establish by reasonable proof was in its possession at the time of its disclosure by RoboNation or was subsequently and independently developed by employees of Vendor or its affiliates who had no knowledge of the information; or (c) information acquired to be disclosed under compulsion of law. The provisions of this paragraph will survive any termination of this Agreement.

b) Information Access

The following RoboNation staff leading the proposal review includes, but is not limited to: Marketing and Development Director, Outreach Specialist, Operations and Finance Director.

c) Contract Duration

Information provided by the Vendor must remain valid for 3 months from time of submission or through project completion, whichever is longer.

d) Bid Evaluation and Negotiation

RoboNation staff will review proposals submitted and evaluate based on the respondent's ability to meet the requirements as outlined above. Vendors are encouraged to ask questions and modify proposals before the submission deadline.

e) Formal Presentation

Vendors may be invited to an interview before a final selection is made. If you are selected, please be prepared to answer questions regarding the details of your proposal. Additionally, vendors may provide a 5-10 minute formal presentation. Vendor must provide video conferencing/screenshare information 24 hours in advance.

f) Acceptance or Rejection

RoboNation will notify Vendors by COB, Friday, May 24, 2019 via email if their proposal has been accepted or declined.

g) Contract Provisions

RoboNation will provide a contract to the selected Vendor which will include scope of work, requirements, services and cost as agreed upon by both RoboNation and the selected Vendor. The vendor will review and contact RoboNation with questions or modification requests.

Attachment One:

Questions regarding the costs (in USD currency) of products and services:

1. What are the estimated cost for the video packages? Please provide detailed budgets.
2. What (if any) additional provisions do you need from RoboNation to deliver the video as outlined above?

Attachment Two

Questions regarding the Vendor:

1. How long has the Vendor been in business?
2. What additional services does the Vendor provide?
- ~~3.~~ How many employees does the Vendor have?
4. How long has the Vendor had experience with videography and site management?
5. How many live events does the Vendor currently support?
6. Can the Vendor provide examples of current video products covering live events?
7. Is the Vendor currently involved in any litigation with a customer?
8. Has the Vendor previously been involved in any litigation with a customer?
9. What percentage of the Vendor's customers are non-profit organization?