



**Smart Start of Mecklenburg County
Request for Proposal
January 13, 2023**

Smart Start of Mecklenburg County (SSMC) invites you to submit a proposal for planning, recording, and production of an upcoming 30th Anniversary video awareness/outreach campaign with specific needs listed on **Attachment I – Scope of Work**. The project would begin in **February** (after vendor is chosen and contract completed) and last through **April 2023**.

SSMC is a nonprofit, state-funded initiative operating in Mecklenburg County, whose mission is to ensure all children enter school healthy and ready to succeed. Our website is www.smartstartofmeck.org.

This request for proposal shall not be construed in any manner to be an obligation by SSMC to enter into an agreement or purchase order with your company. We are only requesting information as a prospect of doing future business with your company.

Your proposal must be received in our office no later than **4:00 p.m. on Tuesday, January 31st**.

Please submit your proposal, via electronic PDF to:

Alexis Louis
Partnership Manager
Smart Start of Mecklenburg County
alouis@smartstartofmeck.org

Proposals must include a cover letter and completed responses to **Attachment II – RFP Response Form**. Your proposal should include all cost estimates, including travel, associated with the requested scope of work. You may include additional relevant information regarding your company if you choose. Late and/or incomplete proposals will not be accepted. Proposals will be evaluated based on a combination of answers within Attachment II and additional information provided by applicants.

Thank you for your interest in assisting SSMC with the procurement of program monitoring activities so that we may continue to perform the duties of our mission to the children and families of Mecklenburg County.

If you have any questions, please call **Tenille Alexander-Banner at 704-943-9403**.

Smart Start of Mecklenburg County

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Attachment I – Scope of Work

Project Description

SSMC is planning for a year-long community outreach and awareness campaign to coincide with the 30th anniversary of the organization. As part of this campaign, SSMC is seeking an external vendor to conduct 30 interviews/video recordings from 30 individuals and organizations to highlight the work of the organization over the past 30 years. Video segments will be released throughout the year, with a combined video to include clips from all segments shared at a future event. The selected vendor will work closely with SSMC Outreach staff to coordinate scheduling of recordings, create the design and brand of the video, and outline specifics needed for full video and individual segments.

Project Details/Deliverables

- Work with SSMC to finalize the draft content and content of the video project.
- Record 30 2-3 minute interviews with individuals (list provided by SSMC) using a mix of vendor space, studio space, and/or location of interviewees.
- Coordinate graphic design elements into all videos using established brand guidelines.
- Deliver individual video clips to SSMC staff throughout the contract period as they are produced.
- Provide editing and design to individual videos, three combined videos to align with SSMC pillars, and a final video featuring clips from all interviews.
- As needed, provide edited clips of videos for use on social media.
- Create sponsor logo/listing as needed to include with videos.
- Use subject-matter expertise throughout the project to provide guidance to SSMC staff related to the project.

Required Skills and Experience

- Proven record of quality of video production, marketing, and/or advertising campaigns.
- Must have previous experience working with nonprofit organizations.
- Must be located and/or have a significant presence within Mecklenburg County.
- Previous experience with coordinating a video campaign/nonprofit storytelling highly preferred.

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Attachment II – RFP Response Form

*Applicants must complete all sections of this form to be considered.
All responses must consist of no more than 250 words each.*

Company Name:

Primary Contact:

Contact Email:

Contact Phone:

Do you have experience working within the early childhood (0-5) environment? If so, please list no more than 3 examples.

Do you have experience in video production, advertising, and/or communication with nonprofit organizations? If so, please let nomore than 3 examples.

Are you located and/or have a significant presence in Mecklenburg County and knowledge of the community?

How would your organization staff this project? Would there be a single individual or team approach?

Briefly summarize how you would approach your work in addressing this process (*this answer can be left blank if details are provided in applicant proposal*).

Provide your best cost estimate based on the Scope of Work; ranges may be used, but actual numbers are required (*this answer can be left blank if details are provided in applicant proposal*).

If there are additional details you would like to include based on the Scope of Work, please include those here.

Are you a minority-owned, woman-owned, or small business?

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