



**Smart Start of Mecklenburg County
Request for Proposal
July 23, 2024**

Smart Start of Mecklenburg County (SSMC) invites you to submit a proposal for planning, recording, and production of an upcoming video awareness/outreach campaign with specific needs listed on **Attachment I – Scope of Work**. The project would begin in August 2024 (after vendor is chosen and contract completed) and last through October 2024.

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 **5:00 p.m. on Friday, August 2, 2024**.

Please submit your proposal, via electronic PDF to:

Jake Brewer
Program Content Manager
Smart Start of Mecklenburg County
jbrewer@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.

For questions, please email Tenille Alexander-Banner at talexander-banner@smartstartofmeck.org.

Smart Start of Mecklenburg County

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Attachment I – Scope of Work

Project Description

SSMC program, Guiding Parents to Services, is creating a series of videos targeting Special Education information for parents. SSMC is seeking an external vendor to conduct interviews/video recordings/animations for up to 14 videos spanning from a minute, but not to exceed five minutes. The goal of the video series is to provide families with basic information and terms.

Project Objectives:

- A detailed video series of what the parents of Special Education children can expect.

The video segments will be released throughout Q2 and Q3 of FY24-25. The selected vendor will work closely with SSMC Outreach staff to coordinate the scheduling of recordings, create the design and brand of the video, and outline specifics needed for the full video and individual segments.

Project Details/Deliverables

- Work with SSMC and GPS to finalize the draft content and content of the video project.
- Record up to (14) 1-5 minute interviews with GPS Manager Amy DeShazo 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 and a final video featuring clips from all interviews.
- As needed, provide edited clips of videos and .png/.jpg files of graphics made for the videos for use on social media and to make a toolkit.
- Reference a partner/funder/logo list as needed to include with videos, provided by SSMC.
- Provide subject-matter expertise throughout the project to guide SSMC staff-related questions to the project.
- Assets must include specific logos as deemed necessary by SSMC staff.

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 no more 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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