

Arizona Lottery

Notice of Request for Proposal: July 6, 2020

Social Media Production Partner

Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective production companies to submit a proposal to partner with OH Partners, the marketing agency of record for the Arizona Lottery, to create social media content, for, but not limited to: Facebook, Twitter, Instagram, YouTube and LinkedIn.

The Arizona Lottery intends to select one production company vendor, but may choose to work with other production vendors outside of this agreement. The selected production company (the "Vendor") will be responsible for the entirety of the production process, from planning with OH Partners to final delivery.

Respondents must demonstrate their ability to provide all technical requirements outlined below. While not all production companies submitting proposals may possess all the capabilities outlined below such as photography and/or livestream capabilities, vendors submitting a proposal may choose to subcontract services; these costs should be included within the respondent's proposal. Any costs associated with subcontracting services will be the responsibility of the Vendor and shall be included in the Vendor's invoicing – OH Partners will not accept invoices from subcontractors.

The Vendor must be available to meet in person or through conference call with OH Partners as necessary. The Vendor must collaborate with OH Partners regarding creative development and execution of all video content. Additionally, OH Partners will be present during major stages of the production process, including, but not limited to:

- Location scouting
- Shooting
- Post-production editing

Budget

Work will start when the agreement is executed and will end June 30, 2021. Projects will be assigned on a monthly basis with a yearly budget not to exceed \$60,000. Estimates must be made and approved for each project on a monthly basis.

Schedule of Deadlines

Issue RFP: July 6, 2020

Questions / Inquiries Deadline: July 20, 2020

Response Deadline: July 24, 2020

Interview Process and Agreement Negotiation: July 27- August 3, 2020

Agreement Awarded: August 4, 2020

Scope of Work

The Vendor will be responsible for providing the following services:

1. Responsibilities of the Vendor—Video Production

1. Execute approved scripts (created by OH Partners)
2. Assist in the casting/selection of actors/actresses from a pool selected by OH Partners
3. Scout, select and coordinate filming locations, in consultation with OH Partners
4. Create estimates by a per project basis
5. Provide a professional crew to shoot the spots, which may include, but is not limited to:

- i. Director
- ii. Director of Photography
- iii. Audio Engineer
- iv. Camera Operator
- v. Makeup/Wardrobe
- vi. Craft Services
- vii. Set Logistics/Production Manager

2. Provide all necessary equipment, which may include, but is not limited to:

- i. Video cameras
- ii. Professional lighting equipment
- iii. Professional audio equipment
- iv. Professional quality makeup/wardrobe
- v. Craft services/Set logistics

3. Provide rough cuts of each spot for review and approval

4. Responsibilities of the Vendor—Postproduction

1. Edit and finalize content to incorporate sound, visual transitions, and animation (moderate to extensive graphic animation will be incorporated)
2. Provide professional, high-quality editing and postproduction services, including, but not limited to:
 - i. Graphics/animation/motion
 - ii. Color grading
 - iii. Compositing/effects
 - iv. Sound design
3. Provide a wide range of options in high-quality music (full buyout).
- d. Create final cuts of spots at various lengths and for various formats/platforms, including, but not limited to:
 - i. Web formats, e.g. square format for Facebook and vertical video for Instagram stories
4. Deliver all final spots via digital delivery services to OH Partners
5. Provide OH Partners with documentation of its rights to use content (and any talent, music or other components within them) on an unlimited basis. Please note that all final deliverables and raw footage is property of Arizona Lottery.

5. Responsibilities of the Vendor—Photography

1. Work closely with OH Partners to finalize mood board and shot list (created by OH Partners)
2. Assist in the casting/selection of actors/actresses from a pool selected by OH Partners
3. Scout, select and coordinate photoshoot locations, in consultation with OH Partners
4. Provide a professional crew to shoot images, which may include, but is not limited to:
 - i. Photographer
 - ii. Assistant to Photographer
 - iii. Makeup/Wardrobe
 - iv. Craft Services/Set Logistics
5. Provide all necessary equipment, which may include, but is not limited to:
 - i. Professional lighting equipment
 - ii. Professional quality makeup/wardrobe
 - iii. Craft services/Set logistics (seating, canopy for shade as necessary, etc.)
6. Provide photo editing of images and send lightbox of retouched final images, along with original digital files to OH Partners

6. Responsibilities of the Vendor—Social Livestreams

1. Work closely with OH Partners to finalize scripts and storyboards (created by OH Partners)
2. Assist in the casting/selection of actors/actresses from a pool selected by OH Partners
3. Scout, select and coordinate filming locations, in consultation with OH Partners
4. Provide a professional crew to produce, shoot and stream the spots, which may include, but is not limited to:
 - i. Director
 - ii. Director of Photography
 - iii. Audio Engineer
 - iv. Computer Tech Engineer
 - v. Camera Operator
 - vi. Makeup/Wardrobe
 - vii. Craft Services/Set Logistics
5. Provide all necessary equipment, which may include, but is not limited to:
 - viii. Computer program to execute digital stream
 - ix. Video cameras
 - x. Professional lighting equipment
 - xi. Professional audio equipment
 - xii. Professional quality makeup/wardrobe (changing area, etc.)
 - xiii. Craft services/Set logistics
5. Provide rough cuts of each spot, along with original film or digital files to OH Partners

Vendor Qualifications and References

All respondents must provide the following information for their quote to be considered:

1. A summary of the vendor company and services offered, including:
 - Full legal name of the company
 - Year business was established
 - Number of people currently employed, including contractors and part-time employees
 - Resumes of any business partners/executives and potential team managers
2. A list of clients and services performed for these partners
3. References: Contact information for three references carrying similar scopes
4. Samples of work including;
 - One example of a livestream with real-time integration.
 - An example of comprehensive state-wide social media campaign

Selection Criteria

Proposals received will be evaluated on the following selection criteria:

1. Demonstrated experience in creative video development, production and postproduction
2. Ability to coordinate resources, equipment and required staff for video production and postproduction
3. Understanding of the purpose and scope of video content
4. Original and creative vision
5. Ability to meet the expected timeline for completing the project
6. Cost-effective approaches to video production
7. Proposed pricing structure

The Vendor must submit names and addresses of all participating employees to keep on record with Arizona Lottery for security purposes. Employees of the Arizona Lottery and their vendor partners are not permitted to play lottery.

Questions/Inquiries

Please contact Ashley Esquivel via email at a.esquivel@ohpartners.com.

Submissions

All proposals must be submitted by July 24, 2020, to Ashley Esquivel via email at a.esquivel@ohpartners.com. The selected proposal will be announced by August 4, 2020.