



Request for Proposals: Video Creative and Production to Support 2019 Bravo Greater Des Moines Awards Gala

Introduction and Background

Bravo Greater Des Moines envisions a community where arts, culture and heritage organizations elevate and enrich a vibrant region. Our mission is to leverage community resources to maximize impact of arts, culture, and heritage to advance regional priorities.

Bravo is almost entirely funded through hotel-motel tax revenues committed to Bravo by 17 local partner communities. Bravo then invests those funds back into the community, primarily through competitive grants, which include operating and capital support for arts, culture and heritage non-profits in the region. In addition to grantmaking, Bravo provides leadership to the community in arts and cultural planning initiatives that enhance and elevate quality of life and economic development for residents and visitors.

Bravo's only fundraising, in addition to hotel-motel tax revenues, comes through the annual Gala hosted each February since 2006. The primary purpose of the Gala has been to celebrate the impact of the arts on our community, but the event also generates important revenue to offset Bravo's administrative expenses. Each year, 1500 of Des Moines' top leaders and supporters of the arts attend this sell-out event, which is known as the region's "party of the year."

Gala goals include:

- Celebrate the arts and recognize those who support the arts
- Build awareness of and support for Bravo's vital role in Greater Des Moines
- Present a high-quality community event that is recognized as the best in town
- Generate revenue to offset Bravo's administrative costs so that more of the money coming from our government partners can be reinvested in the regional arts organizations we support.

Project Description

Bravo Greater Des Moines seeks to identify a strong creative and production partner to theme, script, edit and produce approximately 12-15 minutes of video for the live program of the 14th Annual Bravo Gala scheduled for February 2, 2019 at the Iowa Events Center. Specific videos and content will be determined after the discovery process with the selected creative partner but will likely include:

- A 4-5 minute live program introduction video developed to connect the Gala's co-chairs to Bravo's mission and bring them to the stage to begin the live program
- Two 30-60 second videos featuring winners of the Encore Award and the Standing Ovation Awards.
- A 2-3 minute video featuring the winner of the Bravo Award.

Examples of videos previously produced for the Bravo Gala include:

2018 Gala – Co-Host video: https://www.youtube.com/watch?time_continue=6&v=cqSz2nozqDY

2018 Bravo Vision for the Future: <https://www.youtube.com/watch?v=LAPiTzTsvl4>

2017 Gala Co-Host video: <https://youtu.be/zilx41Z6O4>

2016 Gala Co-Host video: <https://www.youtube.com/watch?v=npoSth3P1ZM>

2016 Bravo Award recognition video: <https://www.youtube.com/watch?v=djh16mwSq4o>

All videos should be developed to debut at the Gala but remain relevant post-event for use on social media and/or other digital platforms.



The contract period will be from November 1, 2018 through February 15, 2019.

The successful applicant will work closely with the Bravo Gala Event Manager and staff to ensure that the videos tell fun, unique and interesting stories while focusing on the co-chairs, Bravo and the organizations/work Bravo supports in the region.

Specific expectations for the Bravo Gala Video Production Partner include but are not limited to:

- Develop story, outline and scripts for all videos
 - Scripts should incorporate the personalities of the two Gala co-hosts and award winners and provide Bravo-focused messaging in light-hearted, creative and memorable ways.
 - Additional “characters” are typically included.
 - Multiple locations are generally used.
 - Video should include multiple organizations to present the breadth and depth of Bravo-funded work.
- Conduct interviews and compile additional images and/or b-roll to create compelling videos featuring the award winners.
- Film or oversee filming of videos, which may include:
 - Shooting original footage, likely in multiple locations
 - Editing existing footage, which may be provided in a variety of formats
 - Selection and hiring of on-camera and/or voice-over talent (if necessary)
 - Makeup and wardrobe selection/rental (if necessary)
- Complete all post-production, including editing, graphics, sound design/mix and quality control and provide final, high-definition videos with all appropriate licenses and permissions to use the video post-event on social or other media platforms. Bravo requires ownership rights to the final videos and expects access to the b-roll and interviews shot and collected for all Bravo Gala videos.
- Provide feedback/ideas on theme incorporation to connect videos to live event script/execution.

Meetings with key stakeholders, Gala co-chairs and Bravo Gala event planning team, including Bravo’s event production vendor, will be required to ensure alignment between event goals, production and final presentation.

Final videos to be provided to Bravo Gala Event Manager no later than January 18, 2019.



Quote Information

Please include the following with your proposal:

1. Company name and overview, including number of employees and description of services offered. Point of contact, including name, title, mailing address, email address and phone number.
2. Creative Approach
To the best of your ability, please describe the process you would use to vision and execute the video creative and production process. Include a high-level project timeline with key milestones and outline how you prefer to communicate about and manage projects of this nature. Why are you a good fit for Bravo for this work?
3. Project Budget
Please provide a reasonably detailed explanation of anticipated costs and fees proposed to complete creative and video production services, including up to three rounds of proofs/edits. Please include costs for subcontractors needed to successfully execute the video project requirements.

NOTE: Bravo Greater Des Moines is a non-profit organization and will gladly accept all or part of the proposal as an in-kind contribution. Flat fee contracts with not-to-exceed limits strongly preferred. Total video production costs are anticipated to be between \$15,000 and \$20,000 all-inclusive.

4. Experience and Expertise
Short description of work history in video production and partnering with events. Please include past work samples and specific details about what makes your approach to the video production process uniquely suited for this project and a partnership with Bravo Greater Des Moines. Please provide two (2) references (including a description) for projects of a similar type.
5. Supplemental Materials
Feel free to include additional support materials relevant to the scope of this project.
6. Please identify any potential conflicts of interest as they pertain to other events currently being planned in the region or relationships to staff or board members of Bravo Greater Des Moines or other Central Iowa entities that may be directly involved in this work. A potential conflict of interest does not automatically disqualify an applicant; each situation will be evaluated on a case-by-case basis.

Interested parties may schedule a call with Bravo to answer preliminary questions about the event and RFP. Please contact Kelly Sparks, Bravo Event Manager, at 515-282-8192 or gala@bravogreaterdesmoines.org to coordinate a call. All calls will be limited to 30 minutes each.

Please submit your quote and materials by October 5, 2018 to:

Kelly Sparks
Gala Event Manager
Bravo Greater Des Moines
gala@bravogreaterdesmoines.org
515-282-8192