



# Request for Proposals: Video Creative and Production to Support Bravo Greater Des Moines' Annual Gala

## Introduction and Background

Bravo Greater Des Moines envisions a community where arts, culture and heritage organizations across central Iowa are recognized and supported as vital contributors to the region's vibrant quality of life. Our mission is to provide reliable funding and support that strengthens arts, culture and heritage organizations serving Greater Des Moines.

Bravo is almost entirely funded through hotel-motel tax revenues committed to Bravo by 17 local partner communities. Bravo then invests those funds through competitive grantmaking programs which include operating and capital support for arts, culture and heritage non-profits in the region. In addition to grantmaking, Bravo works to provide 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:

- o Celebrate the arts and recognize those who support the arts in Central Iowa
- o Ensure proper branding and messaging of Bravo
- o Present a high-quality community event which is recognized as the best in town
- o Provide revenue to support **Bravo's operating** expenses

## Project Description

Bravo Greater Des Moines seeks to identify a strong creative partner to theme, write, edit and produce two videos for the 13<sup>th</sup> Annual Bravo Gala scheduled for February 3, 2018 at the Iowa Events Center, including:

- a 4-6 minute live program introduction video **developed to bring the Gala's co-chairs** to the stage,
- a 2-3 minute video celebrating Bravo and the arts, culture and heritage organizations Bravo supports.

Partner will also assist with the messaging and theme execution to transition from the video introduction to the 30-minute live program. The contract period will be from October 23, 2017 - February 3, 2018.

The successful applicant will work closely with Bravo Gala Event Manager 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 script for a video to open Gala live program (4-6 minutes)
  - Scripts are generally funny and incorporate the personalities of the two Gala co-chairs and Bravo messaging in light-hearted, creative and memorable ways. **Additional “characters” are typically included in the video.**
- Develop outline and script for video celebrating Bravo and the arts, culture and heritage organizations Bravo supports (2-3 minutes).
  - Video should include multiple organizations to present the breadth and depth of Bravo-funded work.
- 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.
- 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 A/V 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 19, 2018.

#### 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 videos as outlined. Include a high-level project timeline with key milestones, and list any subcontractors that would be used.
3. Project Budget  
**The project is nonprofit in nature. We will gladly accept all or part of the proposal as an in-kind contribution, and flat fee contracts not-to-exceed \$15,000 strongly preferred.**

Please provide a reasonably detailed explanation of all costs and fees proposed to complete creative and video production services. Please include costs for subcontractors needed to successfully implement the video projects.

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.  
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 which may be directly involved in this work.

Interested parties may schedule a call with Bravo staff to answer preliminary questions about the event and RFP. Please contact Kelly Sparks, Bravo Event Manager, at 515-282-2192 or [gala@bravogreaterdesmoines.org](mailto:gala@bravogreaterdesmoines.org) to coordinate a call. All calls will be limited to 30 minutes each.

Please submit your quote and materials by October 12, 2017 to:

Kelly Sparks  
Gala Event Manager  
Bravo Greater Des Moines  
[gala@bravogreaterdesmoines.org](mailto:gala@bravogreaterdesmoines.org)  
515-282-2192