



# Request for Proposal

## PRODUCTION OF VEIC ANIMATED VIDEO

**RFP Release Date: 10/12/20**  
**Bidder Questions Due: 10/15/2020**  
**Answers Posted: 10/19/2020**  
**Proposals Due: 10/23/2020**

### Summary

Moving towards clean and efficient energy use takes shape in many ways. Often, we think of it as advancements in technology and new pieces of equipment, but there is a human behavior component of efficiency that can add up to a lot of savings. At most large companies everyone contributes to energy consumption, but only a few are accountable for the costs.

VEIC, a non-profit organization helps large commercial and industrial companies pinpoint energy savings through a program called Virtual Energy Treasure Hunts and seeks proposals for a video production partner to help us develop an animated video no longer than 2-minutes. The video is focused on driving understanding around what a Virtual Treasure Hunt is, and the value it unlocks for organizations.

The final deliverable includes one VEIC branded spot and a few additional versions with a partner / client logo on the end screen of the video. We will ask that all bidders outline the costs for developing different versions within the proposal.

Responses to this Request for Proposals (RFP) must be delivered electronically to VEIC by **5:00 p.m. EDT on Friday, October 23, 2020**. VEIC will not accept responses submitted after **5:00 p.m. EDT**. Please submit your response electronically via e-mail to: [ikarczewski@veic.org](mailto:ikarczewski@veic.org) and [pnichols@veic.org](mailto:pnichols@veic.org) with **RFP Submittal for VEIC Service Video** in the subject line.

VEIC will respond to individual questions regarding this RFP only as follows: VEIC will receive questions regarding requirements and scope of work up to **5:00 p.m. EDT on Thursday, October 15, 2020** via e-mail only, to [ikarczewski@veic.org](mailto:ikarczewski@veic.org) and [pnichols@veic.org](mailto:pnichols@veic.org). When appropriate, please refer to the RFP page number and Section Heading for ease of navigation and response. VEIC will post answers on the VEIC website <http://www.veic.org/company/requests-for-proposals> no later than **5:00 p.m. EDT, Monday, October 19, 2020**. VEIC will not address questions submitted after to **5:00 p.m. EDT on Thursday, October 15, 2020**.

## Background

Leading businesses are always looking for ways to reduce their overhead and increase profitability. The focus on reducing costs has only intensified in the last few months as businesses struggle to come to terms with the implications of COVID-19.

VEIC has been helping commercial and industrial companies throughout the country reduce their energy consumption through a turnkey program called Energy Treasure Hunts. In Spring of 2020, we quickly pivoted our existing programs to virtual experiences.

Unlike other energy programs that require high upfront costs to make equipment improvements, Treasure Hunts take a more holistic view at an operation, identifying behavioral and operational shifts that result in big energy savings. In addition to having immediate financial returns, these measures also help move organizations towards their carbon and sustainability goals.

This video is targeted toward facility managers and C-Suite of large commercial and industrial businesses across the country.

## Scope of Work

By submitting a response to this RFP, the Bidder acknowledges understanding and acceptance of this Scope of Work and agrees to fulfill all its terms in the event of a contract award.

We request all proposals to include an outline of their proposed costs to deliver the below.

### **Development of style frames**

In order to select the animation style we will be moving forward with, we would expect the selected partner to develop two – three style frames to align on the style upfront.

### **Recommendation on motion / animation improvements**

While the script will be locked, we will expect the selected partner to suggest animation sequences beyond what will be provided in the storyboard. We will also be looking for suggestions on ways to increase engagement through eye catching motion that highlights key messages and takeaways.

### **Development of animation**

The selected partner will be responsible for the development of all animation for the video.

### **Music and talent selection, record and final mix**

The video has one AVO throughout and requires a fun and upbeat track to help infuse energy into video. We would expect to work closely with the selected partner to source AVO talent and music.

VEIC will provide a brief for the AVO and music to the production house selected.

Once we select talent and the final music track, the selected vendor will need to oversee the record. We would need to patch in clients to review the record alongside the track. The selected partner will be responsible for overseeing the final mix.

The selected partner should plan to manage the process, timelines and resources needed to complete this work. The costs for this would also need to be captured under the submitted proposal.

### **Finish and development of versions**

In addition to finalizing the base version, we will want to understand the cost to develop versions with partner and client logos. The only frame that will change between versions is the end frame. We do not expect there to be any animation on this end frame that will differ between versions. The costs to develop additional versions of the video will be covered through a separate budget.

### **Vector working files of final artwork**

We would request the vector files of the final artwork. These may be used in additional print and digital collateral.

## **Proposal Requirements**

- Letter of Commitment: confirming the vendor has resources to commit to the development of the video within the budget and timeline outlined above.
- Narrative Proposal: All bidders should provide a description of the approach for each task and timetable for each task. We would also like to get a sense of how you approach animation projects and what you think you'll firm will specifically bring to this project.
- Experience and Qualifications: Please provide qualifications for the team working on this projects and links to their work. Please include awards and recognition your company has received for animation work. If you plan to outsource any element of the video

production please clearly note that and provide the company information and why you've selected that specific vendor.

- Detailed costs breakdown: please be detailed in providing an estimate so we have line of site into how much we anticipate each step being. Please also ensure that you include relevant details such as the number of client meetings for each phase and the rounds of review accounted for.

## **Proposal Requirements**

Responses to this RFP must be delivered electronically to VEIC by **5:00 p.m. EDT on Friday, October 23, 2020**. Responses submitted after 5:00 p.m. EDT will not be accepted. Responses must be submitted electronically via e-mail to: **Ian Karczewski, [ikarczewski@veic.org](mailto:ikarczewski@veic.org)** and **Penny Nichols, [pnichols@veic.org](mailto:pnichols@veic.org)** with RFP Submittal for VEIC Service Video in the subject line.

All responses must be no more than ten (10) pages in length, be formatted to standard letter paper size (8.5" x 11") with 1-inch margins all around and a common font set to 11-point or larger.

All responses must include a cover letter with the primary person's contact information. Email responses must have all the required information assembled into one (1) PDF file. Multiple files and/or file formats will not be accepted.

Please include the following information in your response to this bid request:

1. A brief description of your firm's structure and capabilities
2. Names and experience of key personnel
3. A description of your approach, methodology, and process for completing the work in accordance with the below timeline
4. A price quote and proposed fee structure
5. Two examples or case studies of similar work your firm provided to other clients
6. At least two (2) references that have used your professional services for a similar project. Include contact name, address and a contact phone number.

## Budget

The total budget for this Scope of Work shall not to exceed \$20,000. This includes all labor, materials, direct and indirect, and any and all reimbursable expenses. Proposals must include all expenses to be incurred by direct staff and any subcontractors.

All additional versions will be covered by a separate budget but we do ask that you include an estimate for creating the additional versions within the proposal.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Proven experience performing work outlined in the Scope of Work (40pts)
- Proposed methodology to accomplish the work (30pts)
- Cost effectiveness (20pts)
- Thoroughness in response (10pts)
- Total points available (100)

*VEIC reserves the right to evaluate proposals on criteria not listed above.*

## Timeline

RFP Posted	October 12, 2020
Bidders Questions Due	October 15, 2020
Answers posted	October 19, 2020
RFP responses due to VEIC	October 23, 2020
Selection and contract negotiations	October 28, 2020
Project kick-off	Week of November 2, 2020
Deliver approved cuts	December 11, 2020

## Limitation

This RFP does not commit VEIC to award a contract or to pay any costs incurred in the preparation or submission of proposals. VEIC reserves the right to reject any or all proposals received in response to this RFP, to negotiate with any qualified bidder or to cancel in part or in its entirety the RFP, if any of these actions is deemed by VEIC in its sole discretion to be in VEIC's best interest.

## Insurance Requirements

Before commencing work, the Contractor shall provide Certificates of Insurance to show that the following minimum coverages are in effect. Where applicable the Certificates of Insurance shall name VEIC as an Additionally Insured party. All policies shall be non-cancelable without 30 days' prior written notice from the insurance carrier to VEIC. It is the responsibility of the Contractor to maintain current Certificates of Insurance on file with VEIC throughout the term of this Contract.

Workers' Compensation: With respect to all operations performed under this Contract, the Contractor shall carry, if applicable, workers' compensation insurance in accordance with the laws of the State and any other state in which it is performing the Contract Scope of Work.

General Liability and Property Insurance: With respect to all operations performed under this Contract, the Contractor shall carry general liability insurance having all major divisions of coverage including, but not limited to:

- Premises – Operations
- Independent Contractors' Protective
- Products and Completed Operations (where appropriate)
- Personal Injury Liability
- Contractual Liability

The policy shall be on an occurrence form and limits shall not be less than:

- \$1,000,000 per Occurrence
- \$1,000,000 General Aggregate
- \$1,000,000 Products / Completed Products Aggregate (where appropriate)
- \$50,000 Fire Legal Liability

Automotive Liability: The Contractor shall carry automotive liability insurance covering all motor vehicles, no matter the ownership status, used in connection with this Contract. Limits of coverage shall not be less the amount required by any applicable state law.

## Vermont Energy Investment Corporation

VEIC is a sustainable energy company on a mission to generate the energy solutions the world needs.

For over 30 years VEIC has been working with governments, utilities, foundations and businesses across North America to develop and deploy clean-energy services that provide immediate and

lasting change. VEIC has expertise in energy efficiency, building decarbonization, transportation electrification, and breakthrough methods for a clean and flexible grid. We design innovative solutions that meet clients' goals, while reducing greenhouse gas emissions. VEIC is nationally recognized for originating pilots and programs that optimize energy use, reduce energy burdens for low-income customers, and advance appropriate technologies. In addition to our full-service consulting business, VEIC administers three large-scale sustainable energy programs: Efficiency Vermont, Efficiency Smart, and the DC Sustainable Energy Utility (DCSEU).