

Request for Proposal (RFP): Video Production Services

Sedgwick County Harvest Hub Promotional Video

Requested by:

Sedgwick County Harvest Hub

Contact: Meagan Cramer, 785-587-6821, cramerm@kfb.org

Response Deadline: June 4, 2025

Project Overview

Sedgwick County Harvest Hub is seeking proposals from qualified marketing or video production firms to produce a short promotional video (estimated runtime: 6–8 minutes) that can be cut up and multipurposed to use on social media, YouTube, etc. The video is intended to educate and engage viewers about the Sedgwick County Harvest Hub and highlight area growers, processors and stakeholders.

Video Objectives

- Introduce the Sedgwick County Harvest Hub and its geographic and historical significance.
- Explain the local food system through the three stages: production, processing and distribution.
- Showcase individual farmers, processors and stakeholders through on-location interviews.
- Inspire community interest and support for buying local food.

Scope of Work

The selected firm will be responsible for:

1. Pre-Production
 - Reviewing the provided script and proposing any visual or narrative improvements.
 - Developing a shooting schedule and coordinating logistics with identified farms and individuals.
 - Providing a project timeline and key milestones.
2. Production

- Filming on-location interviews with at least four featured persons in Sedgwick County.
 - Capturing high-quality B-roll footage of farms, food production, processing facilities, and Sedgwick County landmarks.
 - Capturing voiceover segments as required (potentially with Shop Kansas Farms staffer or a professional voice talent).
3. Post-Production
- Video editing, color correction, audio mixing and title/subtitle integration.
 - Incorporating relevant branding elements (logos, lower thirds, etc.).
 - Delivering final video in formats suitable for web, social media and offline viewing.
4. Deliverables
- 1 Fully Edited Video (6–8 minutes) suitable for web and presentation use
 - 1 Short Teaser/Trailer Video (30–60 seconds) for promotional use
 - Cut-down versions of the full video tailored for:
 - YouTube (standard format, optimized for engagement and SEO)
 - Instagram Reels (vertical format, 60–90 seconds)
 - Facebook (native square or landscape format, with captions)
 - Captions/Subtitles for all video versions (burned-in or separate .srt files)
 - All Raw Footage and Editable Project Files
 - Thumbnail Image Designs for YouTube and Facebook uploads

Proposal Requirements

Please include the following in your proposal:

- Company profile and relevant experience
- Links to samples of similar work (especially rural, food/agriculture or documentary-style videos)
- Creative approach or initial vision for this video
- Estimated project timeline from kick-off to delivery
- Full cost estimate, including:
 - Pre-production, travel, filming, and editing
 - Licensing (music, voice talent if needed)
 - Revisions (please specify how many rounds are included)
 - Key team members (with roles/responsibilities)
 - Insurance and liability coverage
- References

Evaluation Criteria

Proposals will be evaluated based on:

- Experience with similar projects
- Creativity and storytelling approach
- Quality of past work
- Cost effectiveness
- Timeline and ability to meet deadlines
- References and client feedback

Timeline

- RFP Issued: May 16, 2025
- Proposals Due: June 4, 2025
- Selection and Notification: June 17, 2025
- Project Start: June 23, 2025
- Desired Completion Date: Sept. 3, 2025

Submission Instructions

Please send proposals in PDF format to:

Meagan Cramer

Director of Communications and Marketing

Kansas Farm Bureau and Shop Kansas Farms

cramerm@kfb.org

785-587-6821

For any questions, contact Meagan at the above email or phone number.