

## **Project Overview**

AFC seeks a professional video production company to create a cohesive video marketing package that will be used on our website, social media platforms, and in sponsor outreach campaigns. These materials will highlight our mission, impact, and programs to attract donors, engage community members, and expand our statewide reach.

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## **Scope of Work**

We request proposals to include production, filming, editing, and delivery of the following:

### **1. Organization Mission Video (2–3 minutes)**

- Tells the story of Anglers for Conservation
- Highlights our mission, impact, and community involvement
- Includes interviews with staff, volunteers, and participants

### **2. Education Station Series (up to 6 videos, each 60 seconds max)**

- One short video per education station (e.g., casting, conservation, habitat restoration, water safety, etc.)
- Designed for social media (Instagram, Facebook, YouTube Shorts, Reels, etc.)
- Educational, engaging, and suitable for a wide audience including children and parents

### **3. Hook Kids on Fishing Statewide Impact Video (2–3 minutes)**

- Captures the energy and diversity of our events across Florida
  - Showcases community engagement, youth education, and volunteerism
  - Designed to support sponsor pitches and donor campaigns
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## **Deliverables**

- High-resolution final videos in landscape and vertical formats
  - 15–30 second teaser clips for social media (optional, please include pricing separately)
  - Royalty-free music and licensing for all footage
  - Closed captioning or subtitles for accessibility
  - Ownership of final files delivered to AFC
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## **Proposal Requirements**

Please include the following in your response:

- Company background and relevant experience
  - Examples of previous nonprofit or educational video work
  - Proposed creative approach and timeline
  - Itemized budget including any travel or equipment costs
  - Number of revision rounds included
  - Availability for filming in multiple Florida locations
  - References from previous clients
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## **Timeline**

We aim to begin production by June 2025 and complete all deliverables by mid-July.

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## **Evaluation Criteria**

Proposals will be evaluated based on:

- Creative approach and storytelling ability
- Experience working with nonprofit organizations
- Budget and value
- Timeline feasibility
- Quality of previous work

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## **Submission Instructions**

Please submit your full proposal to:  
anglersforconservation@gmail.com  
Subject: Video Marketing RFP Submission – [Your Company Name]  
Deadline for submission: August 1st