



## Request for Proposal (RFP) - Video Production Services 2025

Submissions Due by January 15, 2025

**Contact:** Trudy Soucoup, CEO  
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### Overview

[Homes First](#) is seeking proposals to produce a three to five minute testimonial video for our annual [Heroes for Housing](#) fundraising event in September 2025.

### General Information

Homes First is a 501(c)(3) nonprofit rental housing provider located in Lacey, WA. Since 1990, we have created and maintained safe and healthy homes that the lowest-of-income community members of Thurston and Mason counties can afford. We partner with many other organizations to ensure our tenants receive the services they need to remain stably housed.

### Project Information

#### Overview

Homes First seeks proposals to produce a single, powerful, testimonial video which will include interviews of three of our households sharing their experiences of finding and retaining a home and how Homes First has helped them change their lives. Since Homes First is a nonprofit organization, proposals should utilize creative, cost-effective approaches to production.

#### Project Description

The following areas of focus will be used with three separate households to produce a final single video:

1. **Create & Maintain Homes:** A story from a household which speaks directly to how having a home and a responsive landlord has changed their lives
2. **Support Tenants:** A story for a household which speaks to how our program helps them find the support they need to be successful
3. **Build a Safer Community for All:** A story from a household which speaks to how they or our community is safer because everyone has a home

#### Subjects & Locations

Homes First will provide and coordinate all persons being filmed/photographed, who will be Homes First staff and/or tenants. Homes First will help videographer to coordinate and reserve all locations being filmed/photographed.



## Samples

The following videos from past events show the general message, however, we hope to get a modern and contemporary style and feel:

Heroes for Housing 2014: <https://youtu.be/W5PjWrG4huw>

H4H 2024: <https://youtu.be/Ga9SWp5zuxw?si=9pkUi59UVE5Bvllc>

Heroes for Housing 2018: <https://youtu.be/qV7HXZqoHzA>

## Timeline

<b>Pre-Production</b>	December	Publish RFP for Video Production Services
	January 15	Proposals Due - expecting 3-5 proposals
	January -Mid Feb	Meetings/interview with submitted firms, in person or virtual
	February 15	Select and announce proposal for contracting
<b>Production</b>	March-July	Video/photo shooting and editing
<b>Post-Production</b>	August 15	Video completed. Ready for fall event.

## Technical Requirements & Deliverables

The videos produced have the following technical requirements:

- Three to five minutes long
- Produced in webcast quality
- Incorporate Homes First slide deck, and provide editing to those slides if necessary
- Must be able to be reduced in size without diminishing quality
- Use a file format appropriate for use on the Homes First website and social media platforms
- Completed by August 15, 2025

Deliverables:

- Three to five minute complete Video
- Still pictures of households and interviewees
- Stand-alone versions of each of the three stories and any other portions of the final video as requested by Homes First

## Contractor Requirements

The video producer should be able to provide proof of a business license and insurance in Washington State. Producer will have an initial creative consultation meeting with the Homes First staff overseeing the project. The video producer is expected to be in contact with the designated staff throughout all phases of the project by providing a weekly progress report, either verbally or by email.

Due to financial constraints of our budget, we are seeking proposals from local firms that are in the south Puget Sound region. Proposals from out-of-state or out-of-region video producers will still be accepted if there is a demonstrated ability to remotely produce videos without substantially affecting costs (i.e. use of animated or pre-shot footage.)

The video producer is required to secure its own production facilities and equipment to produce all elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and



music. As a nonprofit, Homes First expects the video producer to use cost-effective approaches in both the production and post-production of the videos.

## Proposal Requirements

Proposals must include:

1. Introduction summarizing, relevant experience, production resources and the makeup of your team. Which member/s will be working with Homes First?
2. Examples/samples of past projects, preferably of similar size and scope.
3. Two references we may contact regarding what makes your company the right creator for our project
4. Proposed vision for the videos (broad concepts on the final product).
5. Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services, post production rates
6. Proposed schedule for the project, including various stages with review times, milestones, and payment terms. Please include any limits to the editing phase if appropriate.
7. Please define what makes a good client and what issues are the most problematic.
8. Point of contact information, including name, title, phone and email address

## Selection Criteria

Proposals received will be evaluated by Homes First on the following selection criteria:

1. Demonstrated experience in creative video development, production, and post-production
2. Ability to coordinate resources, equipment, and required staff for video production and post-production
3. Understanding of the purpose and scope of the video
4. Original and creative vision
5. Special consideration will be given to BIPOC firms or firms owned by traditionally marginalized people, located in the south Puget Sound region
6. Ability to meet the expected timeline for completing the project
7. Cost-effectiveness approaches to video production
8. *Optional:* Sponsorship in exchange for a portion of the cost of production

## Questions/Inquiries

Please contact Trudy Soucoup via email at [CEO@HomesFirst.org](mailto:CEO@HomesFirst.org)

## Submissions

All proposals must be submitted by January 15, 2025 to Trudy Soucoup via email at [ceo@homesfirst.org](mailto:ceo@homesfirst.org) . The selected proposal will be announced no later than February 15, 2025.