



REQUEST FOR PROPOSAL:

Film Editing and Video Compilation Services

Due date: November 15th, 2020

Background:

SWEP of Greater Philadelphia hosts a large Gala event every November for our organization, called the Touchstone Awards Ceremony. It is like a wedding reception-type event. Industry attendees join us in a formal setting that includes a cocktail hour, wonderful hors d'oeuvres, a string quartet, and a stunning area venue. The evening includes a full course, sit-down dinner, professional photography, and a full awards ceremony.

At the ceremony, the organization's Executive Board Officers speak, and we engage a pertinent keynote speaker, who tailors her speech around an industry-related, relevant topic. During the evening, we award Scholarships to Graduate students pursuing a career in our field, and that live/work/intend to stay local to Philadelphia. We also give out Grant money to local organizations that are giving back to the community in ways that are aligned with our industry. In total, we gave out \$9,500 in 2019 for scholarships/grants and intend to give \$10,500 in 2020.

The big award of the night is called the Touchstone Award – it is awarded to a woman in the industry, that embodies 5 different attributes that we hold in high regard, and who has built her career on them. She is honored and accepts her award with a 20-minute acceptance speech.

It's a beautiful event held annually in November and a lot of work and planning go into it. This year, because of COVID, we are not able to have an in-person gathering and are therefore looking to host the event virtually instead.



Our virtual event will be “A Walk Down Memory Lane”. SWEp has already been in touch with the past 10 honorees and have asked them to submit a short video clip (3-5 minutes) about what they have been doing since their award. We’ve given them several prompts to choose from and have asked them to participate in our virtual ceremony.

What this project entails:

- Make a compilation of the SWEp of Greater Philadelphia organization and specifically, this event – The Touchstone Awards. Why we do it, who/what type of woman we award to, what area we service. Something flashy with pictures and music and perhaps a voice-over and maybe even spot interviews with some of the SWEp officers.
- Make a compilation of all the video clips that is 10 minutes or less, with pieces and parts of each honoree included, perhaps some music, some scenes of our area (Greater Philadelphia), some references to our industry, etc. Something that we can post on our website, but also something that we can show a full audience in 2021 when we can have the in-person event again.
- Take each of the video clips from the honorees and make them look good with some editing and tweaks. We intend to send out an email weekly with a different highlighted honoree, linking to their video clip. We’ll also post these on our website.
- We will be asking for the same thing from our Grant winners and for our Scholarship winners, so we want the same 1) compilation video and 2) individual scrubbed videos. But we want to keep these as three separate submittals: 1 – Honorees, 2 – Scholarship and 3 -Grants

Some reference material so you have background information:

- SWEp Website (<https://www.swepweb.com/>) – specifically look at the Touchstone Award drop-down menu and all sub-menus and the Scholarship & Grants drop-down menu
- Other background information has been attached for review.



Our timeline:

- Once our candidate is selected, we will host a project kick-off Zoom meeting, to go over all the specifics and answer questions.
- We have already started the process by requesting all the video clips from the past 10 honorees and hope to have them all submitted by the time the candidate has been selected.
- The timeline for completion of this project will be mid-February 2021. We would like a status update and preview of progress by mid-January 2021.

Our budget:

- We have allotted up to \$2,000 for this entire project and would like your proposal to include an hourly rate and an estimate of the time commitment involved.
- Upon selection of the candidate, 25% of the estimated rate would be paid upfront/in-advance following our initial project kick-off meeting. The balance would be paid based on actual hours worked, but not to exceed the \$2,000 allotment, paid upon completion and delivery of final products.

Project team:

- The candidate can decide to work on the project solo or bring additional team members in to assist. The set budget cannot increase, regardless of who is assisting your efforts, and it is at your discretion how the payment to other team members is divided.

Questions:

- SWEP Touchstone co-chairs – Beth Brandt & Erin Rodgers and SWEP Scholarship & Grants chair – Jennifer Waters. Contact information for each is below.

College/Educational Credit:

- Typically, these types of arrangements might qualify for college project credits. Please check with your institution to see if they do, and what paperwork would be required for SWEP to submit for you/your team to receive credit.



To submit a proposal response:

- Submit a letter of intent, no longer than 2 pages, detailing why you should be selected for this project. List applicable schooling, experience, work ethic, access to editing equipment, etc.
- Submit your hourly rate and an estimated time-to-complete in hours.
- Submit up to 3 examples of your work to support your qualifications. (submit via a link or drop-box, as emailed videos might be too large for sending)
- All proposal information is due on or before November 15th, 2020. Candidate selection will be completed, and the winning candidate contacted by the end of November 2020.

Submittal information:

- All information should be emailed to the selection committee below.

Selection committee –

Beth Brandt bbrandt@suburbantestinglabs.com
610-858-1295

Erin Rodgers erodgers@envstd.com
610-935-5577 x418

Jennifer Waters jlwaters@urbanengineers.com
215-922-8081 x1292

Thank you for your interest in this work assignment!