

Request for Proposal (RFP) Professional Videography Services for Gesher Human Services

Issue Date	3/5/25
Question & Answer Period	3/11/25 at 5:00 PM
Proposal Due Date	3/19/25 at 5:00 PM

Introduction:

Gesher Human Services is seeking proposals from highly creative and experienced video production companies to provide ongoing professional videography services. The selected vendor will be responsible for pre-event planning, on-site filming, and post-production editing to create compelling, high-quality videos that align with our mission, capture the heart of those we serve, and engage our community.

About Gesher Human Services:

Gesher Human Services is a non-profit organization dedicated to helping people across Metro Detroit lead more stable and fulfilling lives through career development, behavioral health, and residential services that strengthen our community by strengthening the individual. Our annual fundraising events are more than just gatherings—they are opportunities to share powerful stories of resilience and impact. High-quality, emotionally compelling video content is crucial in bringing our mission to life, highlighting the individuals we serve, and inspiring donors and supporters.

ROSE AND SIDNEY DIEM BUILDING

29699 SOUTHFIELD RD.
SOUTHFIELD, MI 48076-2063

P: 248.559.5000 | F: 248.559.0773

ARNOLD E. FRANK BUILDING

4250 WOODWARD AVE.
DETROIT, MI 48201-1892

P: 313.833.8100 | F: 313.833.3393



Scope of Work:

Gesher Human Services is seeking an innovative and passionate videographer or video production company to provide professional videography services, including:

- Pre-production planning, on-site filming, and post-production editing for major fundraising events (2-3 per year).
 - Awards Night
 - Four (4) 1.5-minute videos
 - Trade Secrets
 - Client Stories – 4–5-minute video
 - Honoree – 2–3-minute video
 - Event Promo – 1–2-minute video
 - Event Recap – 1 – 2-minute video
 - 15-30-second vertical versions of promotional videos optimized for social media platforms.

Deliverables:

- Professionally edited videos in high-resolution format.
- Vertical edits optimized for social media use.
- Raw footage, if requested, upon project completion.

Requirements:

- Proven experience in filming and editing high-quality, emotionally resonant videos, with a portfolio of prior work.
- Ability to collaborate with Gesher Human Services in crafting compelling narratives that highlight the individuals and communities we serve.
- Experience conducting interviews with participants, stakeholders, and staff.
- Availability to travel to designated filming locations.
- Flexibility to incorporate feedback and revisions during the editing process.

Proposal Requirements:

Interested vendors should submit a proposal that includes the following:

- **Company Information:** Name, address, and contact details.
- **Previous Experience/Qualifications (25 points):** Overview of experience and qualifications.
- **Portfolio (20 points):** Samples of past video projects, particularly for nonprofit or fundraising events.
- **Proposed Approach (25 points):** Description of your creative process and how you will meet our needs.
- **Budget and Pricing (25 points):** Detailed cost breakdown, including pre-production, filming, editing, and revisions. Please include a detailed budget narrative.
- **References (5 points):** 2-3 references from similar clients/scope of work.

Submission Deadline:

Please submit your proposals electronically to bglenn@geshermi.org by March 19, 2025, at 5:00 PM. Late or incomplete submissions will not be accepted.

Contact Information:

For questions or to schedule a discussion about the project, contact:

Bree Glenn, Director of Marketing & Communications

Gesher Human Services

bglenn@geshermi.org

248-233-4216

Evaluation Criteria:

Proposals will be evaluated based on:

- **Creativity and storytelling ability (35 points):** A demonstrated ability to create engaging, mission-driven content.
- **Experience and portfolio (25 points):** Proven work in nonprofit, event, or impact-driven videography.
- **Cost-effectiveness (20 points):** Competitive pricing and overall value for services provided.
- **References and testimonials (10 points):** Positive feedback from previous clients.
- **Timeliness and flexibility (10 points):** Ability to meet deadlines and work collaboratively.

ORAL PRESENTATIONS

Certain selected vendors who submit proposals may be required to make an oral presentation of their proposal. These presentations provide an opportunity for the selected vendors to clarify their written proposals and for Gesher Human Services to obtain additional information.

RIGHT OF REFUSAL

Gesher Human Services reserves the right to accept or reject any or all proposals, in whole or in part; to award to other than the low vendor, to waive any irregularities and/or informalities; and, in general to make awards in any manner deemed to be in the best interest of Gesher Human Services.

COSTS

The vendor is responsible for any and all costs incurred by the vendor or his/her subcontractors in responding to this request for proposal. Fees quoted must remain firm through this project except for changes in scope. All scope changes must be approved in writing in advance of vendor performing the work. Fees quoted must include all expenses for this project.

FEDERAL OR STATE SALES, EXCISE, OR USE TAXES

Gesher Human Services is a tax-exempt entity for all purposes except if the project makes enhancements, and/or additions to real property.

NONDISCRIMINATION BY VENDORS OR AGENTS OF VENDORS

Neither the vendor nor anyone with whom the vendor shall contract, shall discriminate against any person employed or applying for employment concerning the performance of the vendor responsibilities under this agreement. This discrimination prohibition shall apply to all matters directly or indirectly relating to employment concerning race, color, sex, religion, age, national origin or ancestry. A breach of this covenant may be regarded as a default by the vendor for this agreement.

QUALIFICATION

The vendor must certify that they are not disbarred from doing business with the federal government. Registration on www.sam.gov is required.

INSURANCE AND IDEMNIFICATION

The vendor agrees to indemnify, hold harmless and defend Gesher Human Services and its agents, officials and employees from any liability, claim or injury, related to or caused by fault or negligence of the vendor employees or agents. The promise to indemnify, defend and hold harmless shall not apply to liability which results from the sole negligence or willful misconduct of Gesher Human Services, its employees or agents. The vendor must provide Gesher Human Services adequate insurance throughout the project as follows: Satisfactory Workers' Compensation coverage, General Liability and Property Damage Insurance of at least \$1,000,000.00 per occurrence and \$1,000,000.00 in Aggregate must be carried and paid for by vendor who undertakes the work on this contract. Insurance coverage must also include automobile insurance of at least \$1,000,000.00.