



Natchez Convention Promotion Commission

RFP FOR VIDEO PRODUCTION SERVICES

Limited Duration/COVID-19 Recovery

Proposals due on or before 5:00pm, Monday, November 16, 2020

MISSION STATEMENT: NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)

The mission of the NCPC and Visit Natchez as the city's official destination marketing and sales agency is to increase the economic impact of tourism in Natchez by promoting the city to individual leisure/heritage travelers, groups, and convention/meeting visitors.

OBJECTIVES

Visit Natchez is seeking proposals for video production services; to include a minimum of two :30 videos **or** one 1:30 video focused on safety guidelines, in an effort to inspire travel, promote our destination during and after business disruption effects of COVID-19 and to capture our share of the market to help aid in economic recovery for Natchez/Adams County and the hospitality industry. Safety guidelines include social distancing, wearing of facial coverings, proper disinfecting and sanitization, etc.

GOALS

- ❖ Build top of mind awareness of Natchez and our offerings with an emphasis on social distancing activities, outdoor recreation, and ability to have safe travel experiences
- ❖ Adhere to public health guidelines and provide responsible travel information
- ❖ Drive online traffic to visitnatchez.org to further influence vacation planning
- ❖ Increase new users to visitnatchez.org within a 500-mile radius of Natchez

TIMELINE & BUDGET

Proposals will be due on or before Monday, November 16, 2020. The NCPC and Visit Natchez will review proposals and may request additional information. A final decision will be made November 18, 2020. Work begins immediately and concludes December 30, 2020.

The NCPC and Visit Natchez will fund this contract at a maximum of \$10,000. This budget is based on creative production, strategy execution and final version. Please list services a la carte.

PROPOSAL REQUIREMENTS

- ❖ Pricing (a la carte) and timeline
- ❖ Percentage of funds dedicated to content creation/storyboards, strategy, execution, edits, etc.
- ❖ Samples of previous work
- ❖ Must be in good standing with the state & federal governments. You will be required to register with Dun & Bradstreet, as well as at sam.gov to receive federal funds.

COMPANY CONTACT & PROPOSAL DEADLINE

Please submit proposals via email to Lynsey Smith at lynsey@visitnatchez.org by **November 16, 2020**.

PROVISIONS

The NCPC and Visit Natchez reserve the right to negotiate a final agreement with the top-ranked proposer to more fully meet the needs of the organization. This includes ordering changes in the work within the general scope consisting of additions, deletion or other revisions with the agreement price and time being adjusted accordingly. The NCPC and Visit Natchez may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters including the scope of work and cost. In perpetuity, all materials belong to the NCPC and Visit Natchez.