



## Request for Quotation – Video Production & Photography

Issued: June 1, 2015

**Closing date: June 8, 2015 12:00 noon.**

Middlesex County Economic Development is responsible for the development and delivery of economic development services for Middlesex County.

Working with our municipal partners, Middlesex County Economic Development provides economic development solutions and programs to support the creation of new businesses, expansion of existing businesses and the attraction of companies that generate meaningful employment, create regional wealth and share the community's values. The Department also serves as the Destination Marketing Organization for tourism development in Middlesex County.

### Scope of Work

We are requesting a written quotation for the production of eight (8) videos and corresponding still photography. The project will include interviewing 8 business leaders on location in their operations in Middlesex County on the merits of investing in Middlesex County. Each video will be approximately 1:30 to 2:00 minutes in length and will combine video of the business leader and the business operations. Still photography will also be captured at each location. In addition to this, two (2) days of still photography at other specified locations throughout Middlesex County will also be included in this project. The successful bidder will edit and prepare the videos and photographs in a format that can be incorporated on the [investinmiddlesex.ca](http://investinmiddlesex.ca) website. A selection of no less than 50 edited photographs from each location, and no less than 50 unedited photographs from each location is expected. Examples of previously produced videos can be viewed at [www.youtube.ca/investinmiddlesex](http://www.youtube.ca/investinmiddlesex)

In accordance with the Web Content Accessibility Guidelines 2.0 (Captions, Pre-recorded – 1.2.2) of the AODA, closed captions must be provided for all pre-recorded audio content. The successful bidder will ensure that written consent is obtained from all photo/film subjects. The successful bidder will further ensure that Middlesex County is provided the rights to all images and videos produced and may use and redistribute them as it deems fit.

### Criteria for Assessment of Quotations

Quotations will be evaluated on the following criteria:

- Photography/ video experience
- Proponent's approach to the project
- Timeline/work plan
- Value (while cost is a consideration, the County will base the decision on the overall package and will not necessarily award the project to the lowest bidder.)

### Submission Process

Please direct any questions and submit your written quotations via email no later than 12:00 p.m. on June 8, 2015 to:

Cara A. Finn  
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519-434-7321 x 2347