



# **Request for Proposal (RFP): Videography Strategy Development for Downtown Saskatoon Business Improvement District**

**Issue Date: January 2nd, 2025**

**Proposal Due Date: February 7th, 2025**

## **OVERVIEW:**

The Downtown Business Improvement District (BID) is seeking a creative, experienced, and results-driven agency to develop a comprehensive videography strategy for its marketing efforts. The goal is to enhance visibility, engage local business community, and promote the unique offerings of the downtown area through compelling video content. The selected agency will work closely with our team to create a dynamic video strategy that aligns with our branding, marketing objectives, and target audiences.

## **SCOPE OF WORK:**

The selected agency will be responsible for:

### **Strategy Development:**

- Collaborate with the BID team to develop a videography strategy that supports key marketing objectives.
- Define key messaging, storytelling approaches, and target audience profiles.
- Provide recommendations for video formats (short-form, long-form, behind-the-scenes, testimonial, etc.) and distribution channels (website, social media, events, email marketing).
- Ensure the videography strategy complements existing marketing initiatives, including print, digital, and outdoor campaigns.

### **Video Production:**

- Oversee video production from concept to completion, including scripting, storyboarding, shooting, and editing.
- Create high-quality videos that reflect the vibrancy and uniqueness of the downtown district, highlighting businesses, events, landmarks, and community activities.
- Produce a variety of video content, including promotional videos, event highlights, business spotlights, and community testimonials.
- Provide guidance on video length, format, and creative direction for social media platforms (Instagram, Facebook, YouTube, etc.).

### **Campaign Integration:**

- Integrate video content into larger marketing campaigns, including seasonal promotions, special events, and community outreach initiatives.

- Develop video content that can be used across multiple marketing platforms (web, social media, email, and paid advertising).

### **Social Media Strategy:**

- Assist in developing a social media strategy that leverages video content to drive engagement and brand awareness.
- Ensure videos are optimized for various social media platforms, with tailored formats and messaging for each channel.
- Collaborate on scheduling video content and determining the best times for posting to maximize reach and engagement.

### **Brand Alignment:**

- Ensure that all video content aligns with the BID's brand guidelines, mission, and vision.
- Focus on building a consistent visual identity that resonates with the local community, visitors, and potential investors.

### **DELIVERABLES**

- A detailed videography strategy document that outlines goals, messaging, target audiences, content types, and recommended distribution channels.
- High-quality video content, including promotional videos, business spotlights, event coverage, and social media clips.
- Final deliverables in appropriate formats for use across various digital and social media platforms.

### **QUALIFICATIONS**

To be considered for this project, agencies should demonstrate:

- Proven experience in creating engaging video content for marketing, especially in the context of city or community promotion, tourism, or local businesses.
- A portfolio of similar work showcasing video projects, social media campaigns, and branding initiatives.
- Strong understanding of social media platforms, trends, and best practices for video content distribution.
- Ability to collaborate with internal teams to ensure that the strategy aligns with overall marketing goals.
- Excellent project management skills, with the ability to deliver on time and within budget.

### **PROPOSAL REQUIREMENTS**

Interested agencies should submit a proposal that includes the following:

#### **Agency Overview:**

- A brief history of the agency, including relevant experience in videography strategy and production.
- A description of your team, including key personnel and their qualifications.

- Clear, actionable approach and methodology with demonstrated understanding of the BID's objectives.
- Examples of similar projects, including links to video content and a brief description of the results achieved.
- Specific experience in developing videography strategies for city-wide or community-based marketing campaigns is preferred.

**Proposed Approach:**

- A detailed plan for developing the videography strategy, including timelines, milestones, and deliverables.
- An outline of the creative process, from concept development to production and distribution.

**Budget:**

- A detailed budget that includes cost estimates for strategy development, production, editing, and any other associated expenses.
- A breakdown of pricing for each video deliverable and associated services.

**References:**

Contact information for three clients who can speak to your experience in similar videography projects.

**SUBMISSION DETAILS**

**Timeline:**

RFP Issuance Date: January, 2nd, 2025

Last Call for Questions: January 31st, 2025

Proposal Submission Deadline: February 7th, 2025

Agency Selection and Notification: February 28th, 2025

Project Kickoff: March 7th, 2025

Project Completion: TBD

**Terms and Conditions:**

The Downtown Saskatoon BID reserves the right to reject any or all proposals.

The selected agency will be required to enter into a formal agreement that outlines the specific terms, scope of work, and deliverables for the project.

All submitted proposals become the property of the Downtown Saskatoon BID and may be used for future reference.

Submit proposals by February 7th, 2025 to:

Shawna Nelson, Executive Director, Downtown Saskatoon Business Improvement District,  
shawna.nelson@dtntyxe.ca, 306-664-0709

We look forward to receiving your proposal and working together to create a compelling videography strategy that will elevate the Downtown Saskatoon Business Improvement District's marketing efforts and engage our community.

