Borough of Somerdale 2024/25 Media & Video Production Requirements

Summary:

The borough of Somerdale seeks to obtain a proposal for the following media services in 2024. Interested professionals should provide a detailed proposal that includes, but is not limited to, the following information:

* Format(s) and resolution of video equipment
* Availability and use of drones for aerial coverage of events
* Total annual and monthly costs for combined services

Questions should be directed by email to Mayor Gary Passanante at [gpassanante@somerdale-nj.com](mailto:gpassanante@somerdale-nj.com)

**Required Production Categories:**

* Single Event Coverage
  + This is to include single and multiple camera coverage (including drone footage) of individual events during the year. Edited videos will vary from 3-5 minutes but could be up to 10 minutes in length. Graphics and voice over should be included. Finished videos are to be formatted for YouTube channel as well as QR codes created for print media links.
  + A total of 8 single event videos to include Somerstock (5/18/24), MLK Event, Senior Sock Hop, National Night Out, Memorial Day Parade, Tree Lighting and two additional TBD
* Somerdale Business Spotlight Videos
  + A total of (6) 3-5 minute on-site promo videos of local business operations to include owner interviews, voice over, graphics and music soundtrack
* Summer Concert Series
  + There is a total of (6) Summer Concerts scheduled in 2024. Each concert is live-streamed and the production company will be responsible for overseeing and producing each live-stream event. Concerts are approx. 2 ½ hours in length and are streamed via YouTube utilizing four stationary on-site cameras (borough owned) and two additional cameras (Production company supplied). The event should be live switched and recorded for future use. The periodic use of a drone is required to obtain aerial footage for promotional purposes. The production company will be required to connect to the borough’s on-site sound system and operate the stage lighting via the borough’s remote lighting control panel. Coordination with the event entertainers as well as borough officials and staff will be required. The concert series will be held on the following dates: June 27th, July 11th, July 25th, August 8th, August 22nd & September 5th. Thursdays of the "off” weeks will be reserved for rain dates.
* Marketing & Promotional Videos
  + Two short 2-3 minute promotional videos for the Summer Concert Series & Somerstock
    - Utilize footage from Summer Concert Series with V/O and graphics
    - Create QR codes for print promotion
    - Post on our YouTube channel
  + One economic development promo video (3-5 minutes in length) to include aerial (drone) footage and existing library footage with V/O and background music
    - Create QR codes for print promotion
    - Post on our YouTube channel
* Historical Videos
  + A total of (3) historical videos (5-7) minutes in length to include live footage, historical photos, interviews, V/O and music background.
    - Create QR codes for print promotion
    - Post on our YouTube channel
* Misc. Videos
  + A total of (3) TBD short videos for department messaging, municipal announcements and/or unanticipated events to be produced. Each will be 3-5 minutes in length and may include interviews, photos, graphics, V/O and music

This is a 12-month contract commitment with equal payments to be rendered monthly. Contract period to begin 3/1/24 through 2/28/25. The production company will work directly with the clerk, mayor and/or council liaison as well as our social media consultant.

Proposals in a sealed envelope must be sent to Michele Miller, Municipal Clerk at the Borough of Somerdale, 105 Kennedy Boulevard, Somerdale NJ 08083 and arrive no later than 2:00 PM, Thursday, December 14, 2023. Please provide references and links to sample productions.