Borough of Somerdale 2025 Media & Video Production Requirements

Summary:

The Borough of Somerdale seeks to obtain a proposasl for the following media services in 2025 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 Borough Clerk Michele Miller at [mmiller@somerdale-nj.com](mailto:mmiller@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 for Somerstock Concert (May 18, 2025 from 3 pm to 7 pm) and Memorial Day Parade (May 26, 2025 10 am to 11:30 am). 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.
* Summer Concert Series

There is a total of (3) Summer Concerts scheduled in 2025. The Borough is seeking footage of each concert be recorded for:

* + 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

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 12th, July 10th, August 10th. Thursdays of the following weeks will be reserved for rain dates.

* Economic Development

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
* Miscellaneous 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
* Podcast

Five 40-minute podcast sessions that can be broken into smaller video/reels to be shot at studio of production company which will be posted on our social media and YouTube channel

The Borough is seeking pricing for each category individually and may be awarded as needed. The production company will work directly with the clerk, mayor and/or council liaison as well as our social media consultant.

In order to be considered, applicants must submit three (3) original, signed copies of their reply to Michele Miller, Borough Clerk Somerdale Borough Hall, 105 Kennedy Blvd. Somerdale New Jersey, 08083, on or before 10:00 am prevailing time, Wednesday, February 19, 2025, at which time and place all proposals received shall be publicly opened and announced by the Clerk. Responses will not be accepted by fax or e-mail.