



Request for Proposal

Lillooet Grown (LG) Video Marketing Campaign

July 2020

Issued by:

Lillooet Agriculture & Food Society (LAFS)

Representative:

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1. Introduction & Background

The Lillooet Agriculture & Food Society, a non-profit society supporting local farmers, ranchers and growers, needs a LILLOOET GROWN VIDEO MARKETING CAMPAIGN and is accepting proposals in response to this Request for Proposal (this "RFP," or this "Request for Proposal") to find a qualified source to provide a LILLOOET GROWN VIDEO MARKETING CAMPAIGN. Our goal with the LILLOOET GROWN VIDEO MARKETING CAMPAIGN is to:

Assist the agricultural community with the development of a common local identity or brand. This video series will continue building brand recognition and trust with our target audiences by producing and deploying a series of short promotional videos.

Video is one of the best ways to build trust and connect with viewers on an emotional level. Integrating video into our marketing strategy will enable us to create memorable human connections with potential customers and investors. Video marketing has been proven to result in more conversions, better reach and greater credibility than written content alone.

The objective of this Request for Proposal is to locate a contractor or professional that will provide the best overall plan to the LILLOOET AGRICULTURE & FOOD SOCIETY. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

2. Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than **July 17, 2020**.
3. Bidders must list projects that are similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than 2 pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should the Lillooet Agriculture & Food Society decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to **July 22, 2020** to be considered.
9. Proposals must remain valid for a period of 30 days.
10. The Lillooet Agriculture & Food Society anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

3. Project Description

The purpose & definition of this project are as follows:

The Market Access and Growth Strategy (MAGS), completed in June 2017 by Uplands Agricultural Consulting, highlighted ten key recommendations. One of these priorities was to, “develop criteria for ‘Lillooet Grown’ and leverage the brand”. The report also concluded that Branding and Tourism should be *ongoing* actions to be supported and leveraged.

One of the most important benefits of using video marketing is expanded reach. Video marketing will give us access to free, high traffic platforms like YouTube, Daily Motion, and Vimeo. People share emotions, not facts. By employing visual storytelling methods to feature local farmers and business owners and showcase the diversity of products and experiences that can be enjoyed in Lillooet, we will connect with our audience on an emotional level and give them something worth sharing.

LAFS will work with local businesses and farms, the Chamber of Commerce and Lillooet Tourism to create three vignettes (each will be edited into two versions each, a 30 second-long version and a 1 minute-long version for use on different social media platforms) and a longer 4 to 5 minute long promotional video. Each video will feature the Lillooet Grown brand, but will focus on a different angle and audience as shown in the following table.

Video Type	Focus	Target Audience	Featured businesses and farmers (to be confirmed)
Vignette (2 cuts – a 30 sec. version and a 1 minute version)	Quality of soil, growing season, affordability of land and proximity to Sea-to-Sky and Lower Mainland markets	Potential Farmers and Investors	One Love Farm, Fort Berens, Spray Creek Ranch, Green Dirt Farm
Vignette (2 cuts – a 30 sec. version and a 1 minute version)	Diversity and quality of food and experiences to be enjoyed in Lillooet	Tourists and residents of the greater Lillooet region	Farmers' Market, Seed to Culture, Fort Berens, Abundance Bakery, Amlec
Vignette (2 cuts – a 30 sec. version and a 1 minute version)	Quality and taste of food grown in Lillooet, as well as farming practices used by local farmers	Chefs and retailers	Three Ravens Farmstead, One Love Farm, Spray Creek Ranch, Green Dirt Farm
4-5 min. promotional video	Lillooet as an excellent growing region, developments in the wine and hops sectors, Indigenous food sovereignty projects, events and other food-related projects, farmer features and Lillooet Grown Brand	General public, potential partners and funders	Spray Creek Ranch, Fort Berens, Cliff & Gorge, HOOH, Amlec, Splitrock, Farmer's Market, Seed to Culture, Abundance Bakery, One Love Farm

4. **Project Scope**

Acceptance of the work is contingent to the following acceptance criteria:

We expect that using videos to promote the Lillooet Grown brand will increase our audience on Facebook and Instagram, as well as traffic to our website. Research has shown that video marketing increases businesses' conversion rates, click-through-rates, shares and brand recognition.

These expected outcomes will help us move towards several of the Measurable Indicators of Success listed in the Electoral Area B, District of Lillooet & St'at'imc Agricultural Plan, including:

- Increase in contracts between retailers and growers.
- The number of farmers in the region increases.
- Sales of products by local farmers and local businesses have increased.
- Cooperation in retailers and growers has resulted in distribution opportunities.
- Number and type of markets for sale of agricultural products has increased.

5. **RFP & Project Timelines**

The Request for Proposal timeline is as follows:

Request for Proposal Response Due Date	July 22, 2020
Selection of Top Bidders	July 24 , 2020
Contract Award / Notification to Unsuccessful Bidders	July 27, 2020

The need-date for project completion (including invoices) is December 10, 2020. Bidders may propose an earlier date.

6. **Budget**

Lillooet Agriculture & Food Society's budget for the project is \$11,000.

7. **Evaluation Factors**

LILLOOET AGRICULTURE & FOOD SOCIETY will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Technical expertise/experience of bidder and bidder's staff
5. Relevant References

LILLOOET AGRICULTURE & FOOD SOCIETY reserves the right to award to the bidder that presents the best value to the LILLOOET AGRICULTURE & FOOD SOCIETY as determined solely by the LILLOOET AGRICULTURE & FOOD SOCIETY in its absolute discretion.