



Request for Proposal

Videography Contractor Supporting TAFB Brand
Awareness

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I. Introduction & Organizational Overview

Founded in 1982, the Tarrant Area Food Bank (TAFB) provides hunger relief and supportive services across 13 counties in North Texas. Each week, TAFB distributes more than one million meals through a network of over 450 partner agencies, including schools, senior centers, nonprofit service providers, and faith-based organizations.

TAFB's service area includes Bosque, Cooke, Denton, Erath, Hill, Hamilton, Hood, Johnson, Palo Pinto, Parker, Somervell, Tarrant, and Wise counties. With a staff of 140 and an annual operating budget of \$25 million, TAFB distributes over 60 million pounds of food annually. Recent investments, such as the launch of a new Agricultural Hub, have expanded our ability to provide fresh produce and scale impact.

To strengthen our storytelling and brand identity, TAFB is seeking a videography partner to help visually capture the mission, people, and impact behind our work. Through short-form videos, commercials, and an "About TAFB" film, this project will support our communications, development, and outreach goals while creating a lasting library of high-quality B-roll footage for future use.

II. Scope of Work & Project Objectives

Tarrant Area Food Bank (TAFB) is seeking a professional videography partner to produce compelling visual content that strengthens our brand, educates the public, and tells the stories of our work and the communities we serve.

The total budget for this project should not exceed \$20,000, inclusive of filming, editing, graphics, talent, voiceover (if needed), equipment, and delivery of final assets. The awarded RFP will establish a preferred vendor relationship for a three-year period beginning October 1, 2025.

Project Objectives:

This videography initiative will support the following objectives:

- Increase public awareness of TAFB's mission, programs, and community impact through compelling visual storytelling.
- Enhance donor and volunteer engagement with emotionally resonant stories that spotlight the people behind our work.
- Expand the organization's library of high-quality footage for ongoing use across campaigns, events, and digital communications.
- Highlight nutrition education and access through approachable, engaging recipe and cooking videos.
- Strengthen regional brand identity through authentic, community-rooted content representing all areas of TAFB's 13-county service region.

Deliverables Required:

- **“About TAFB” Video (5 minutes):** A flagship video introducing the organization, its mission, impact, and core services.
- **Four (4) Commercial-Style Videos (15–30 seconds each):** Short-form, high-impact videos for use on digital platforms, social media, and/or streaming ads.
- **Short Clips for Storytelling and Recipes (30–90 seconds each):** A series of short videos highlighting client stories, volunteer testimonials, and simple nutrition-focused cooking demonstrations.
- **Expanded B-Roll Footage Library:** Capture high-quality raw footage across TAFB facilities and program sites (e.g., warehouse, Mobile Markets, Community Gardens, Agricultural Hub) for future use in campaigns and promotional materials.
- **Client Storytelling Videos:** Authentic, narrative-driven videos featuring neighbors sharing their lived experiences with hunger, resilience, and the role TAFB has played in their lives. These videos will support donor engagement, advocacy, and public education efforts.

Deliverable Specifications:

- All final videos must be provided in multiple formats (e.g., web, HD, social-optimized).
- B-roll footage must be organized and labeled by location or theme and provided with unrestricted usage rights for TAFB.
- All content must be culturally respectful, ADA-accessible (including captioning), and aligned with TAFB’s brand guidelines.
- TAFB will coordinate story leads and location access; the vendor will be responsible for securing all technical needs, obtaining talent and participant releases, and providing post-production services.

III. Proposal Requirements

To be considered, each proposal must address the following:

1. Agency Background & Qualifications

- Identify the primary point of contact and the responsible producer/director.
- Outline your proposed production team structure, including roles and relevant qualifications.
- Describe your agency’s experience working with nonprofit, mission-driven, or human services organizations.
- Highlight past work that demonstrates cultural sensitivity and storytelling with dignity, particularly with diverse and/or Spanish-speaking communities.
- Share your overall creative philosophy and how you approach partnership and collaboration.

2. Creative Approach & Process

- Describe your process for concept development, scripting, filming, and editing.
- Explain how you will work with TAFB to coordinate logistics, plan shoots, and secure participant consent/releases.
- Share how you incorporate feedback and revision cycles during the editing process.
- Describe how you ensure accessibility (e.g., captioning) and brand alignment.

3. Production Capabilities

- Confirm your ability to produce the following deliverables within the budget and timeline:
 - One (1) “About TAFB” video (5 minutes)
 - Four (4) commercial-style short videos (15–30 seconds each)
 - A series of short clips (30–90 seconds each) for storytelling and recipes
 - A library of raw B-roll footage from TAFB program locations
- List equipment and technical capabilities (e.g., 4K filming, lighting, drones, etc.)
- Indicate the expected number of filming days and estimated crew size.

4. Asset Delivery & Format

- Describe how final assets will be delivered (file types, resolution, captioned versions, etc.)
- Confirm that all assets—final and raw—will be delivered with full usage rights for unrestricted future use by TAFB.
- Share any post-delivery support services (e.g., minor edits, file retrieval, archiving).

5. Sample Work

- Include up to three examples of past video projects relevant to this scope.
- At least one example should demonstrate documentary-style or story-driven content.
- Provide context, including the project’s goal, target audience, and results (if applicable).
- Include public links (YouTube, Vimeo, etc.) to view the work.

6. Conflicts of Interest

- Highlight measurable outcomes or strategic insights gained from each example.
- Disclose any potential conflicts of interest, including current or past work with other hunger relief organizations in the North Texas media market.

IV. Proposal Pricing

The total budget for this project should not exceed \$20,000, inclusive of all production and post-production expenses. This budget is intended to cover:

- Concept development and creative planning
- On-site filming (including travel, equipment, and crew)
- Editing, color correction, sound mixing, and captioning
- Licensing of music, voiceover talent, or graphics (if applicable)
- Delivery of final videos in multiple formats
- Organization and delivery of B-roll footage for future use

Proposals must include a detailed pricing breakdown that clearly outlines:

- Estimated cost per primary deliverable:
 - “About TAFB” video (5 minutes)
 - Four (4) commercials (15–30 seconds)
 - Short storytelling and recipe clips (30–90 seconds each)
 - B-roll library capture and delivery
- Estimated number of filming days and crew needs
- Number of rounds of edits included per video
- Any other anticipated costs or services
- Optional services or add-ons (clearly labeled as such)

All pricing must be fixed and inclusive of travel, insurance, equipment, and overhead. TAFB reserves the right to request clarification or negotiate final terms based on budget alignment and prioritization of deliverables.

V. TAFB Terms and Bid Timeline

1. TAFB reserves the right to reject any and all proposals received as a result of this RFP.
2. Proposals become the property of TAFB.
3. TAFB shall not compensate or reimburse bidders for costs associated with proposal submission or presentations.
4. TAFB reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures and to accept or further negotiate cost, terms, or conditions of any bid determined by TAFB to be in its best interests, even though not the lowest bid.
5. All questions, interpretations, or clarifications arising from this RFP and any requests for access to relevant data necessary to compile a revenue budget must be submitted by email to **communications@tafb.org** prior to the proposal’s due date.
6. Price quotations stated in the bidder’s proposal shall not be subject to any price increase from the date of submission to contract execution.
7. The proposal must be signed by an official authorized to bind the bidder to its provisions. Failure of the successful bidder to accept the bid obligation will result in the cancellation of the award.

8. All information contained in this RFP or disclosed in the bidding process shall be held strictly confidential. Likewise, bidder proposals shall be held strictly confidential by TAFB.
9. The successful bidder will be required to sign a non-disclosure and confidentiality agreement.

VI. Schedule

Event	Date
RFP Released	May 26, 2025
Proposals Due	July 31, 2025
Presentations and site visit	August 11 - 22, 2025
Award notification	September 1, 2025
Contract start	October 1, 2025

Submit bid in Adobe Acrobat format via electronic mail to:

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