

Grande Prairie Public School Division Education Foundation

Video Production Request for Proposal



Project Name	Contact Name	Contact Email	Proposal Deadline
GPPSD Education Foundation Promotional Video	Laura LaValley, Executive Director	Laura.lavalley@gppsd.ab.ca	April 1, 2020

GPPSD Education Foundation Overview

The Grande Prairie Public School District Education Foundation was established in 1996. After 24 years, our organization remains proud of its' work, enhancing educational opportunities for our students. The Education Foundation was designed to provide resources that cannot be funded through government allocations to our school board.

Currently, the Education Foundation focuses on 4 main pathways to encourage student success. These include:

- 1) Nutrition & Wellness Program
- 2) Striving for Excellence Dinner
- 3) Scholarships
- 4) Annual School Grant Program

As a registered charity, we seek sources of revenue from grants, fundraising activities, special events, private and corporate donations, and through partnerships with other community groups such as Rotary. We aim to sustain existing student programs and provide enriched learning opportunities within our public schools and the community.

Each fall we host the Striving for Excellence Dinner. The Education Foundation has the privilege of recognizing student achievement within our Division. This event welcomes over 500 people including the students, their families, and teachers. We celebrate academics, leadership, and aim to instill the desire to continue striving for excellence!

From 2016 to 2019 combined, the Education Foundation was able to give back approximately \$165,000 to various schools in our Division. Each fall, schools are invited to submit applications to be reviewed by our Board of Directors. We have funded special needs equipment, after school tutorial programs, reading resources, and music equipment among many other important projects and initiatives that have directly benefited our students.

In November 2019, we introduced a new fundraising event, Strut & Strive Fashion Show for Education. The success of this first-time event was fantastic, raising over \$37,000. We endeavor to build upon this beginning and use the annual event as our signature fundraiser, helping us to put money directly back into the classrooms to help enhance the learning experience.

The Education Foundation strives to be responsive to the needs of our students. In an ever-changing environment, the needs have varied over the past 29 years. However, the Education Foundation is proud of its' ability to adapt and support students! Although the Education Foundation supports only public schools in the City of Grande Prairie, we know that the investment in our students stretches past all boundaries.

Project Overview

This video will be a short 2-3-minute glimpse into the programs the GPPSD Education Foundation offers, specifically the Annual School Grants Program, Nutrition, Scholarships, and the Striving for Excellence Dinner. We want the viewers of our video to see a clear message about how our funding enhances the learning experience for students in our Division, as well as have a call to action component, where they hopefully feel compelled to help as a volunteer or by donating funds. We would also be interested in an abridged version of 60 seconds or less for ease of use with social media platforms.

Project Goals & Target Audience

This video will reach the community of Grande Prairie at large, specifically parents, grandparents and extended family of GPPSD students. It also needs to reach corporations, small businesses, and government agencies. Ideally this video will capture the following:

- Our purpose in Grande Prairie
- How our work impacts the lives of students
- How you can help by volunteering
- How your donation can have impact
- To act today (sense of urgency)

Project Usage

The following table outlines our intended usage for the video; however, we would look to the successful bidder to provide recommendations for usage in order to best reach our target market in the most cost-effective methods.

Website	Social Media	Paid Social Ads	Broadcast TV	Digital TV	Other (specify)
X	X	X	X	X	Education Foundation Events

Scope of Services & Expected Deliverables

Our successful video partner would be responsible for the concept development, scriptwriting if necessary, storyboards, live action production, video shoots within schools and around Grande Prairie, sound design as well as any voice overs required.

A 2-3-minute version along with a condensed 60 second application would be preferred, but alternative suggestions are welcome.

Style References

Below is a short list of links which reference formats and style that are favorable. However, we are looking to the successful bidder to provide us with suggestions and lead the process in order to help us achieve our goals.

<https://www.asba.ab.ca/about/choice-in-public-education/>

<https://vimeo.com/296685602?ref=em-share>

Key Dates

MILESTONE	DATE
Deadline for proposals	April 1, 2020
Agency selected & everyone notified	April 17, 2020
Project Kickoff	May 1, 2020
Deadline for all deliverables	September 1, 2020

Project Budget

The budget range for this project is between \$3,000 - \$7,000. The Education Foundation is interested in gift in kind partnerships to help save cash outputs.

Proposal Requirements

Items to be included in proposal:

- Company background
- Why your agency is the right fit for this project
- Agency team information
- Relevant portfolio work
- Production plan and timeline
- Detailed budget breakdown
- Client revision process
- 3 client references or past project examples
- Any gift in kind donations you can provide (tax receipts may be possible) in exchange for recognition

Proposal Process

This proposal will be received by 5-10 local agencies. A phone call with the Board of Directors Video Committee maybe possible upon request. Questions about this request for proposal may be sent to Laura LaValley, Executive Director via email at laura.lavalley@gppsd.ab.ca or by phone at 780 532 4491 EXT. 1006. All agencies will be notified whether they are the successful submitter or not, on or before April 17, 2020.

Disclaimer

This GPPSD Education Foundation reserves the right to reject any or all tenders, waive defects in any bid or tender documents, and accept any tender or offer if it is in the best interest of the GPPSD Education Foundation, regardless of the amount of the bid.