

REQUEST FOR PROPOSAL NO: 2018-3

BACKGROUND

The New Jersey Historic Trust is in but not of the Department of Community Affairs. Its mission is to advance historic preservation through education, stewardship and financial investment programs that save our heritage and strengthen our communities. In addition to its role as the primary provider of bricks and mortar grants to NJ's historic properties, the Trust also administers the heritage tourism grant program funded by the Discover NJ History License Plate sales.

More information on the program can be found:

<http://www.njht.org/dca/njht/programs/discover/index.html>

SCOPE OF SERVICES

The New Jersey Historic Trust (NJHT) is seeking proposals from an experienced documentary filmmaker/team (Vendor) to develop, film, produce, edit, and broadcast a documentary series, in short and long form, about the Trust's preservation programs, with a special emphasis on heritage tourism in the state. The Vendor will work closely with NJHT to develop content. NJHT estimates 1-2 days of filming on location.

Vendor services will consist of the following main tasks:

1. Narrative questionnaire and script development
2. Interviews
3. Program/set design
4. Script writing
5. Providing narration of the film by an appropriate high-profile celebrity
6. Videography
7. Graphics
8. Music
9. Editing
10. High-end computer-generated graphics
11. 2-D animation and/or graphics of NJHT logo and website
12. Media schedule
13. Airing the spots

Deliverables include, but are not limited to:

Public Television Documentary

- One (1) stand-alone, short-form documentary (3-5 minutes) that will be distributed to Public Television stations in all 50 states, airing for one year, for unlimited broadcast. The short form documentary should be narrated by a nationally recognized and respected celebrity.

5-6 Minute Profile

- One (1) broadcast quality, 5-6 minute educational documentary profile in HD with expansive and detailed information documenting the issues facing historic preservation today and the educational message of the NJHT.

Internet Media

- Provide a digital file of the above 5-6 Minute Profile for online streaming and for any other future NJHT promotional uses.
- Design and generate an email campaign to target audiences sending up to 1,000,000 videos.

Educational Commercial Television Airings

- One (1) high end, one-minute educational commercial segment used for network distribution, broadcast fifty (50) times primetime via History Channel, Discovery Channel, MSNBC, CNBC, CNN or an equivalent network, and in the cities of our choice.

The New Jersey Historic Trust will have final approval of all deliverables and wishes to retain the licensing rights to the 5-6 Minute Profile and the Educational Commercial at the end of the project.

NJHT estimates this SCOPE OF SERVICES to cost between \$18,000 - \$25,000 and be completed in three to four months.

QUALIFICATIONS

The New Jersey Historic Trust seeks a documentary filmmaker/team (Vendor) with five or more years of demonstrated success in producing high-end, historic documentaries for national broadcast. The Vendor will have experience with the series format following Public TV Standards and will adhere to guidelines for Public Television's official practices. The Vendor will have successfully produced a minimum of three (3) historic documentaries that have aired on PBS and/or major national networks. The Vendor should also demonstrate experience in working with governmental entities, most relevantly with state programs.

PROPOSAL SUBMISSION

Proposals should clearly identify the specific tasks to be undertaken, succinctly layout the expected role of NJHT in the production process, and articulate what, if anything, would not be achievable within the project budget. Tasks should be linked to a timeline, itemized cost proposal, and a suggested payment schedule.

The proposal must include a narrative identifying the methodology and steps needed to achieve tasks and deliverables. The project cost proposal should be itemized by the proposed tasks. Any anticipated travel and/or reimbursable expenses should also be itemized. Prices must be guaranteed for nine months following deadline for submission.

The following items should be included in the Proposal:

- Resumes for the individuals that would be principally involved in executing this project;
- proposed timeline;
- client list and references; and
- examples/clips of similar project undertakings

PROPOSAL DEADLINE & ADDITIONAL INFORMATION

Questions about this RFP should be submitted in writing to: Dorothy.guzzo@dca.nj.gov

If selected as the consultant for this RFP, you must provide

- A valid NJ Business Registration certificate
- Registration in NJSTART Vendor system
www.njstart.gov
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certification)
- Complete DPA form packet
http://www.nj.gov/treasury/purchase/forms/DPA_Packet.pdf

Proposal with all supporting material should arrive by **4:00 pm on Thursday, May 17, 2018** to:

Hand Delivery:

Dorothy P. Guzzo, Executive Director

New Jersey Historic Trust, 101 South Broad Street, 6th floor, Trenton, NJ 08608

If using US Postal Service:

Dorothy P. Guzzo, Executive Director

New Jersey Historic Trust, PO Box 457, Trenton, NJ 08625