



REQUEST FOR PROPOSAL:
Jacksonville Sports Sizzle Reel
& Venue Photos

ISSUED DATE: 2/6/2025

SUBMISSION DATE: 2/24/2025

RFP COORDINATOR:

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REQUEST FOR PROPOSAL (RFP)

Visit Jacksonville issues this Request for Proposal to produce a new 60 – 90 second sports sizzle reel, which will include gathering photos of sports venues in Jacksonville.

Video Concept:

The purpose of the video is to bring attention to Jacksonville's burgeoning sports scene. It will be a sizzle reel (footage with music, no voiceover/script and limited titles) that will be used online and in-person at tradeshow booths. We are also requesting high-quality photos be taken at the sports venues where the video is being shot. This will prepare a catalog of footage and photos for future uses.

Below is a list of upcoming Jacksonville sporting events. We can assist in helping you gain access if needed, and we would like you to attend as many of the events as possible.

MyHockey Ice Hockey Tournaments

- Community First Igloo
- February 15-16, 2025

Jax Classic Baseball Tournament- DI Baseball Tournament

- Financial Field Baseball Grounds
- February 21-23, 2025

Professional Bull Riding

- VyStar Veterans memorial Arena
- February 22, 2025

USA Surfing Prime Series

- Jax Beach Pier
- March 1-2, 2025

AAU College Ice Hockey National Championships

- Community First Igloo
- March 3-9, 2025 (DI Men's and Women's)
- March 18-29, 2025 (DII and DIII)

ESA Southeastern Regional Surfing Championship

- Jax Beach Pier
- April 11, 2025

USA Gymnastics

- Prime Osborn Convention Center
- Trampoline & Tumbling – Elite Challenge
- May 7-11, 2025

AAU Track and Field Club Championships

- UNF Hodges Stadium
- July 5-11, 2025

Additional sports to include in sizzle:

Must Include:

- Ice Hockey youth at Igloo
- Pickleball (Toon town)
- Beach Volleyball
- Skateboarding- at the new skate park at RAM
- BMX

Nice To Include:

- Golf
- Basketball
- Jaguars
- Icemen
- Marathons - Donna Run, River gate run, etc.

I. INTRODUCTION TO VISIT JACKSONVILLE

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1994 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at www.visitjacksonville.com.

II. PAYMENT AND TERMS OF PURCHASE

- A. Payment will be processed by Visit Jacksonville within 30 days of receipt of initial invoice and vendor may invoice after contract for services executed.
- B. Visit Jacksonville agrees to pay no more than a 50% deposit for the purchase of agreed upon items in the executed contract.
- C. The remaining balance will be paid within 30 days of receipt of the completed and approved (edited) video and final invoice.
- D. Delivery of video and photos must be by June 30, 2025. Violation of this without Visit Jacksonville pre-approval may negate final payment or impact agreed upon rate for video production.

III. PURCHASE SPECIFICATIONS

A. General Minimum Requirements:

- Video and photos must be completed no later than June 30, 2025. Do not bid on this RFP if you cannot accommodate this cut-off date.
- Video must be no longer than 90 seconds.
- Video and photos must contain all content requirements listed above in the video details section.
- Local Jacksonville businesses will be given priority selection.

B. Specific Requirements:

- Shoots
 - Please note that all lighting, equipment, travel, materials, talent and time should be accounted for in the total bid price submitted.
- Editing
 - Music bed selection cost included in production.
 - At least one round of edits from Visit Jacksonville after reviewing initial draft.
- Talent sourcing
 - The videographer/photographer is responsible for sourcing all talent if needed.

IV. BID SUBMISSION

- A. Bids may be submitted via e-mail to: tchalifourdrahman@visitjacksonville.com or in-

person/hand delivery to Visit Jacksonville at 100 N. Laura Street, Ste 120, Jacksonville, FL , 32202; via mail sent to address above, ATTN: Tess Chalifour-Drahman.

- B. DEADLINE: Bids must be received no later than 5:00 p.m., Monday, February 24, 2025. This includes bids delivered via mail or hand delivery. It is the full responsibility of the bidder to ensure that Visit Jacksonville receives the bid by the deadline date and time. Visitor Center operating hours at the in-person delivery location will not be altered for the purpose of bid receiving. Late bids will not be accepted.
- C. Questions may be submitted via email until Wednesday, February 12th at 5:00pm EST, and responses to questions will be sent to all who have submitted an email with an intent to bid by Monday, February 17 at 5:00pm EST. Email responses to all questions received will be sent to all who have expressed their intent to bid no later than Monday, February 17, 5:00pm EST.

Key Dates

Event	RFP Issued	Intent to Respond and Questions Due	Answers Provided	Proposals Due	Winning Bids Selected No later than
Date	2/6/2025	2/14/2025	2/17/2025	2/24/2025	3/10/2025
Time	3:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST

V. SUBMISSION GUIDELINES

You must address each of the following within the Response. If these are not included in the proposal, your overall grade will be affected.

- A. Describe professional experience in video production and editing, as well as photography and editing, demonstrating your company’s ability to meet the requirements stated above.
- B. Provide examples of video work that you have produced similar in nature, structure or requirements to the requested video and photos.
- C. Describe in writing the concepts for the video and photos, and how you plan to accomplish the request.
- D. Quote/pricing must be provided.
- E. Include confirmation that Visit Jacksonville will have access to all footage filmed (including b-roll, Visit Jacksonville will have final decisions regarding content and editing, and that the project will be completed by 6/30.)

VI. GENERAL INFORMATION AND REQUIREMENTS

- A. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity.

- B. Any changes to a proposal must be made by the respondent in writing and must be received by Visit Jacksonville prior to the original due date.
- C. Respondent shall not provide gifts or anything of value nor have any business arrangement with any employee, official, or agent of Visit Jacksonville that might constitute a conflict of interest according to the State and Local Government laws, as well as Visit Jacksonville's policies and procedures.
- D. All bids will be kept confidential during the process of negotiation.
- E. Visit Jacksonville is wholly committed to equal opportunity for all potential respondents and does not discriminate in its award selection based on race, national origin, religion, age, sex, sexual preference, or handicap status.
- F. If any of the provisions in the RFP conflict with applicable laws, rules, regulations, and/or other codes of professional ethics, the latter shall prevail over the provisions of this RFP.
- G. Visit Jacksonville reserves the right to reject all proposals. Responding to this request does not guarantee any bidder revenue or compensation in regard to this Request for Proposal.
- H. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

VII. SCORING AND EVALUATION

- A. Contracts are awarded based on both best value considerations and the ability of vendor to produce a quality product based on experience and sample(s) provided. Bidders should consider all cost components necessary to execute the project and provide a competitive bid in order to be awarded the contract.
- B. All proposals received by the submission deadline will be evaluated and scored by an RFP committee based on the requirements detailed in all of the paragraphs above.
- C. All bidders will be notified via e-mail as to acceptance or rejection of bid. Include an email address in contact information for the company when bidding for primary communication during the process.
- D. The winning bidder(s) will receive notice no later than Friday, March 10, 2025 so that execution and deliverance of video can occur by the deadline of Monday, June 30, 2025.
- E. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the projects.

VIII. SCORING MATRIX

Quote/pricing provided	+5 points
Professional experience in production and editing described	+5 points
Examples of previous video and photo work provided related to project	+5 points
Concepts for the video and photos provided in writing	+5 points
Confirmation of required elements in writing (section V.E)	+5 points
Quality of concepts	0 – 20 points
Value of pricing	0 – 30 points
Plan to accomplish concept with details provided	0 – 5 points
Overall rating of proposal based on creativity, past examples, and plan to accomplish	0 – 20 points

Highest points possible: 100



SUBMISSION FORM FOR JACKSONVILLE SPORTS SIZZLE REEL & VENUE PHOTOS

Please initial next to each of the following lines to acknowledge that you have included all the above information. If you do not return this form with your initials and signature, your response will not be graded.

	Initial if included
<i>Professional experience in production and editing</i>	
<i>Examples of previous video and photo work provided related to project</i>	
<i>Concepts for the video and photos provided in writing</i>	
<i>Quote/pricing</i>	
<i>Confirmation of required elements in writing (section V.E)</i>	

I certify that we have reviewed our proposal for the above information and confirm it is included.

Signature _____

Name _____

Title _____

Company _____