



Request for Proposals: Videographer Services

About Texas Water Trade

Over the next thirty years, Texas' population is set to double. While the economic powerhouses of Texas—its cities and industries—are positioned to capture the water they need to enable this growth, the state's agricultural producers, its rural communities, and its environment are predicted to be less water secure than ever before. Avoiding this looming water crisis will require investments that transcend sectors and deploy innovative tools that work in Texas' pro-property rights culture. Texas Water Trade (TWT) was incorporated in recognition of the scale of this challenge, with the mission of channeling the power of markets and technological innovation to create a future of clean, flowing water for all Texans.

About This RFP

TWT is seeking a videographer to help implement a virtual music event to broaden our audience and raise funds for our operations and programming. The event will be an important initiative to communicate our vision and attract real and prospective donors and partners. The event will be pre-taped and composed of an estimated 6-10 music segments shot and submitted by musicians from around the state interspliced with pre-taped video segments of TWT staff and partners speaking to the importance of the work that we do. Much, if not all, of the video segments will be filmed outdoors near water.

TWT staff will provide oversight on recruiting musicians, setting the program and structure. We are looking for assistance in setting technical guidelines for video production, providing virtual technical assistance as needed for contributing musicians, and piecing together the recordings for a seamless production and broadcast. Proposals are sought from parties who can deliver these assets by late March 2021.

Interested parties are invited to submit proposals for four deliverables:

- Develop technical guidelines for TWT staff to distribute to contributing musicians to film their video at their chosen location across the state. We anticipate each musical act will be approximately 5 minutes (one song) with a short dialogue about water. We will be asking contributing musicians to film their segment beside their favorite watering hole in Texas. Therefore, technical guidelines to ensure proper audio quality will be essential.
- Plan and film 5-6 video segments with TWT staff and partners to intersplice between musical acts. Most of these segments will be shot in or around the Austin area. However, at least one of these videos will be filmed in Fort Stockton beside a flowing

Comanche Springs. Therefore, the videographer will be asked to make one, 2-day trip as part of this production.

- Edit and produce the completed video event, including credits and sponsor logos. The ultimate product should be easy to distribute and capable for broadcast on social media and/or traditional media platforms including television. TWT will also retain the video to post on its website.
- Produce approximately 2-3 standalone clips of musical performances that can be individually shared on social media platforms.

TWT will recruit content from musicians. Over the course of the production, TWT will work directly with the contractor to advance the timeline to completion which will be consistent with the style-guide of Texas Water Trade's brand and [website](#).

Competitive proposals will include:

- Price estimates for the deliverables described above
- A proposed timeline for completion
- Bios of contractor/s including any virtual event or production experience and/or work with musicians
- Two samples of similar projects
- One client reference

Proposals will be accepted until December 7, 2020 and can be sent to Robin Johnson, Director of Development of Texas Water Trade: johnson@texaswatertrade.org.