LEOMAR MORING

Video Production — Request for Proposals

A one-page RFP template for nonprofits & public agencies. Fill in the brackets, delete what doesn't apply, and send.

[Organization name] · Issued [date] · Proposals due [date, time]

1. **About us:** [2–3 sentences — mission, audience, why this film now]
2. **The film must accomplish:** [one sentence — fill a gala room, recruit, explain a program to a board]
3. **Deliverables:** [ ] film(s) of [lengths]; formats [HD / 4K]; social cutdowns [ ]; captions [burned-in / caption files]; session edits [if an event]; voiceover / music licensing [if needed]
4. **We will provide:** [locations / interviewees / archive photos or footage / brand assets / a staff contact on shoot day]
5. **Shoot:** [expected days], at [locations]; access notes: [secure facility, minors, patients — anything a crew must know now]
6. **Timeline:** decision by [ ]; shoot window [ ]; final delivery [ ]; delivery serves [event / date, if any]
7. **Accessibility requirements:** [captions / Section 508 / WCAG / other]
8. **Revisions:** state your structure — how many rounds, and what counts as a round
9. **Rights & footage:** usage [term / territory / channels]; raw footage terms [ ]
10. **Budget range:** $[ ] – $[ ]
11. **Submission:** approach (1 page), samples of similar work (2–3 links), references (2–3, nameable), and line-item pricing in this format: production / post-production / revisions beyond scope / travel / other
12. **Decision:** criteria [ ]; decision-maker [ ]; notification by [ ]; questions to [name, email] by [date]

> Why this shape works: an RFP that names the deliverables, the timeline, the decision process, and the budget range gets comparable proposals back — scoped to your money, from filmmakers who self-selected in. The companion guide explains each section: leomarmoring.com/field-notes/video-production-rfp-template

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