[COMPANY NAME] | Video Production Request for Proposal

| **Project Name** | **Contact Name** | **Contact Email** | **Proposal Deadline** |
| --- | --- | --- | --- |
|  |  |  |  |

[COMPANY NAME] Overview

*Quickly state who you are and what you do.*

Project Overview

*In a few short sentences what is this project about from a high level?*

Project Goals & Target Audience

*What do you want to accomplish with this video and who is the target audience?*

Project Usage

*Indicate the different ways you intend to use this video.*

| **Website** | **Social Media** | **Paid Social Ads** | **Broadcast TV** | **Digital TV** | **Other (specify)** |
| --- | --- | --- | --- | --- | --- |
| X | X | X | X | X |  |

Scope of Services & Expected Deliverables

*What parts of production are you looking for a video partner to tackle? Examples include: Concepts, scriptwriting, storyboards, animation, live action production, studio shoot, sound design, voiceover, etc. Also how many videos do you need? Don’t forget to include shorter versions/cut downs, or localizations.*

Style References

*Include some links to internal or external work that can be used as a style reference for this project.*

Key Dates

| **MILESTONE** | **DATE** |
| --- | --- |
| Deadline for proposals | January 1, 2000 |
| Finalists selected & notified | January 8, 2000 |
| Final presentations | January 15, 2000 |
| Agency selected & everyone notified | January 20, 2000 |
| Project Kickoff | January 24, 2000 |
| Deadline for all deliverables | April 1, 2000 |

Project Budget

*What’s the overall budget, or budget range, for this project? Giving a budget indication helps agencies stay realistic in proposals. The more clarity on budget up front, the more thorough the proposal!*

Proposal Requirements

*What do you want agencies to include in their proposal? What do you value in a partner? EXAMPLE suggestions:*

* *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*

Proposal Process and Next Steps

*Include information about how many agencies received this proposal, whether a discovery phone call is possible, and how to submit questions.*