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Project Name: Southwest Florida Healthcare Coalition Short Educational Video Series Project

1. Introduction:

The Southwest Florida Healthcare Coalition (the "Coalition") is seeking qualified video production companies to provide comprehensive video production services for a series of six (6) short educational videos focused on pediatric preparedness. These videos will be used to educate healthcare providers, community members, and families on best practices for pediatric emergency preparedness.

2. Project Overview:

The Coalition requires the production of six (6) educational videos, each approximately 3-5 minutes in length. The videos will cover various aspects of pediatric preparedness, including but not limited to:

- [Example Topic 1: Pediatric Decontamination Procedures]
- [Example Topic 2: Communication Strategies for Pediatric Patients in Emergencies]
- [Example Topic 3: Age-Appropriate Disaster Kits for Children]

(Note: Specific topics and content will be provided in detail upon selection.)

3. Scope of Services:

The selected vendor will be responsible for the following services:

- **Pre-Production:**
 - Collaboration with the Coalition to refine video concepts and scripting.
 - Development of storyboards and production schedules.
- **Production:**
 - Professional filming of all video content.
 - Provision of all necessary filming equipment, lighting, and sound.
 - Direction of on-screen talent.
- **Post-Production:**
 - Professional video editing, including color correction and audio mixing.
 - Creation of engaging beginning and ending credits with the Coalition's branding.
 - Incorporation of graphics, animations, and subtitles (if required).
 - Delivery of final video files in high-resolution digital formats (e.g., MP4).
 - Optimizing videos for different platforms (e.g., YouTube, social media).
- **Ownership:**
 - Full and exclusive ownership of all produced video content and related materials will be transferred to the Southwest Florida Healthcare Coalition upon completion of the project.

4. Deliverables:

- Six (6) finalized educational videos in high-resolution digital format (e.g., MP4).
- All raw footage and project files.
- A detailed production schedule.

5. Proposal Requirements:

- Interested vendors are requested to submit a proposal that includes the following
 - Company profile and relevant experience in video production, particularly in the healthcare or educational sector.
 - Examples of previous work, preferably related to educational or healthcare videos.
 - A detailed breakdown of the proposed production process, including timelines and methodologies.
 - A comprehensive cost estimate, including all fees for pre-production, production, and post-production services.
 - A list of equipment and personnel that will be used for the project.
 - A statement of your ability to provide all rights of the product to the Southwest Florida Healthcare Coalition.
 - References from previous clients.

6. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the vendor.
- Quality of previous work.
- Proposed production process and timelines.
- Cost-effectiveness of the proposal.
- Creativity and innovation.
- Ability to meet the timeline and deliver all rights of the product.

7. Submission Instructions:

- Review the entire RFQ, including the reference materials mentioned above, prior to completing the application.
- Complete the application cover sheet. Attachment 1. All information must be completed.
- Please submit your proposal electronically to: coalition@hpcswf.com by 04-18-2025

8. Selection Process:

Vendor will be selected amongst those who meet the main criteria:

- Experience, Quality of proposed work plan & Preference may be given for lower cost proposals

8. Questions:

Any questions regarding this RFQ should be directed to: Brian Massey, Program Manager at coalition@hpcswf.com.

9. Timeline:

- RFQ Issued: 03-18-2025
- Any Questions must be submitted in writing to coalition@hpcswf.com : 03-28-2025
- Question Responses: 04-02-2025
- Proposal Deadline: 04-18-2025
- Vendor Selection: [05-02-2025]
- Project Start Date: [06-02-2025]
- Project Completion Date: [TBD Collaboratively]

Thank you for your interest in this project.