

[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.