

Request for Quote

Video Production Services

This Request for Quote (RFQ) is issued by Smithsonian Enterprises' (SE) Media Division, Smithsonian Institution, for technical professional, non-personal services to provide SE with video production services, in accordance with the Statement of Work (SOW) attached hereto and incorporated by reference herein.

Smithsonian Enterprises anticipates awarding a contract for the production of social media videos, primarily Instagram Reels, with a total value not to exceed \$25,000. Pricing for services will be based on the following task-based rate structure:

- Pre-production research, script writing, and project management (per hour)
- Motion Design and Animation (per hour)
- Video Editing (per hour)
- Data management (per video)
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I. SUBMITTING YOUR RESPONSE

Responses must be submitted by electronic mail (email). Responses are due by 10:00 am ET on Thursday , June 12, 2025, at:

Smithsonian Institution
Smithsonian Enterprises
Attn: Nicki Marko
Director of Programming, Smithsonian Media
Email to: markon@si.edu

Questions pertaining to this RFQ must be submitted, via email, to Nicki Marko at the address above no later than 2:00 pm ET on Monday, June 9, 2025. Responses will be provided to all vendors.

Responses submitted for this RFQ must comply with the instructions and requirements contained in this document. All information and materials submitted in response to this RFQ for consideration by the SE will become the Smithsonian's property and will be returned only at Smithsonian's discretion.

This RFQ neither commits the Smithsonian Institution to pay any response preparation costs nor obligates the Smithsonian to procure or contract for any services. Likewise, this RFQ shall not be construed as authorization to proceed with or be reimbursed for any of the costs for any of the work specified herein.

Interested vendors should note that this is not an RFQ for a federal contract and is therefore not governed by federal procurement procedures.

II. DESCRIPTION OF REQUIRED SERVICES

SE is seeking contractors with prior video production experience to provide video production services for Smithsonian Media.

SE intends to establish an agreement of 12 weeks, to begin on July 7, 2025, and end on September 26, 2025. The contractor is expected to work up to 20 hours per week during standard business hours, roughly 9:00 AM E.T. to 5:00 PM E.T., to align with the media team's hours. The distribution of weekly hours will be approved by the Contracting Officer's Technical Representative (COTR) or their

designee at the onset of the period of performance. At SE's sole discretion, SE may exercise an option to extend the contract for an additional 3 (three) month period.

Vendors will be expected to perform the work at their own facilities but may be expected to attend virtual meetings, as requested by SE. Please see attached Statement of Work

III. EVALUATION

SE plans to award based on best value to the Smithsonian Institution considering the following factor(s) – relevant experience and past performance. Specific information/materials to be provided by the vendors for evaluation are also identified below. SE plans to award without requesting additional information, however, does reserve the right to request additional information if later determined by the Contracting Official to be necessary. SE reserves the right to negotiate separately with any vendor when such action shall be considered in the best interest of the SE.

All of the following factors are of equal importance. Evaluation factors are:

- A. Relevant Experience** is obtained within the past 5 years performing services of similar size, scope, complexity and type of client that indicates your suitability for this project. Please provide an outline of your previous experience, involving previous work that would qualify you as a video producer. SE is especially looking for experience with content produced for Instagram Reels and/or YouTube Shorts.
- B. Past Performance** Please provide a minimum of one (1) reference from another client. For each reference, provide name and title of the point of contact. The Smithsonian may use past performance information obtained from other than the references identified by the vendor.
- C. Cost Proposals** will be evaluated for cost-effectiveness and value. Please provide a detailed pricing breakdown based on the following categories:
 - Pre-production research, script writing, and project management (hourly rate)
 - Motion design and animation (hourly rate)
 - Editing (hourly rate)
 - Data management (per video rate)

The total proposed cost must not exceed \$25,000. Competitive pricing that aligns with the scope and quality of services will be viewed favorably.

IV. LEGISLATIVE AND/OR ADMINISTRATIVE REQUIREMENTS

- A. WEBSITE ACCESS SECURITY** In the event that a successful bidder needs to gain access to SE computer systems in order to perform required services, each of the successful bidder's system users will be required to (i) sign the Smithsonian Computer User Agreement prior to commencing the applicable project; and (ii) take Computer Security Awareness Training within thirty (30) days of accessing the network.

V. INFORMATION TO BE SUBMITTED

Your submission must include the following information to be deemed responsive to this Request for Quotes and accepted by SE:

- A. RFQ Title
- B. Name, address, telephone number, and email address
- C. Provide an outline of your relevant work that would qualify you as a video producer, as requested in Section III. A. above
- D. Provide a reference from another client, as requested in Section III. B. above
- E. Provide an estimated quote for each Project broken down by the following tasks:
 - Pre-production research, script writing, and project management (per hour)
 - Motion Design and Animation (per hour)
 - Editing (per hour)
 - Data management (per video)

ATTACHMENT(S):

- Statement of Work