



## REQUEST FOR PROPOSAL (RFP) FOR VIDEOGRAPHY SERVICES

Issued by: Explore Butte County

Proposal Due Date: Friday, November 7, 2025

Contact: Ashley Baer, Marketing Director

### INTRODUCTION

Explore Butte County ("EBC"), a non-profit destination marketing and management organization, is seeking proposals from qualified and innovative videography and production partners to create compelling video content for a one-year contract, beginning February 1, 2026. The selected partner must demonstrate an expert ability to translate the essence of the "Explorer" brand archetype (Adventurer, Pioneer, Seeker) into powerful visual narratives that drive destination awareness and motivate visitation to be used across a variety of EBC channels, including social media and paid media campaigns.

This contract is crucial to building brand equity and creating demand for Butte County's diverse offerings, which combine urban amenities, rural living, and easily accessible outdoor experiences.

### PROJECT OVERVIEW

The purpose of this contract is to secure a partner capable of executing a comprehensive one-year videography strategy, focused on developing and executing a cinematic, long-form video series while providing support for additional, on-demand video needs.

The winning proposal will deliver content that aligns with EBC's mission to inspire people to visit Butte County, enhancing our tourism economy. A winning proposal will demonstrate:

- **Creative Storytelling:** The ability to craft compelling narratives that highlight what is unique and special about Butte County.
- **Brand Alignment:** A clear vision for capturing the authentic, fun, and innovative nature of the Butte County brand.
- **Technical Excellence:** Proven capability to produce cinematic, high-quality, long-form video deliverables suitable for web and potential broadcast.
- **Proactive Partnership:** A structured methodology for planning, scheduling, and executing both the complex quarterly series and the ad-hoc shoots.



## ABOUT EXPLORE BUTTE COUNTY

**MISSION:** Explore Butte County inspires people to discover Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

**VISION:** Explore Butte County champions a diverse and flourishing tourism industry, making it THE must-visit destination in the North State.

### **VALUES:**

- Authenticity – We stay true to our local communities, cultures, and traditions.
- Innovation – We embrace the creative qualities that make our communities inviting.
- Stewardship – We encourage all to explore responsibly and to respect our natural resources to ensure they are maintained for all to enjoy.
- Equity – We recognize a variety of abilities and want to create opportunities for all.
- Fun – We love where we live and work and want everyone to feel the same.

**BRAND PROMISE:** With a combination of urban amenities, rural living, and easily accessible outdoors, Butte County is a special place for outdoor recreation in Northern California, where visitors and residents easily explore beautiful lakes, rivers, mountains, trails, and parkland, including Bidwell Park and Lake Oroville, just hours from Sacramento and the Bay Area. Comprising a collection of friendly communities that boast unique hospitality, events, and local arts and cultural heritage entertainment, Butte County features fresh farmers markets and farm-to-fork dining; renowned institutions such as California State University, Chico and Sierra Nevada Brewery; and wide-open spaces for relaxed and active adventure travel pursuits for every generation of travelers.

**TARGET AUDIENCE:** Largely a drive market, Butte County is a destination for travelers of all interests. Travelers to Butte County include both day-trippers and overnights, those looking for a weekend getaway, or those conducting business. They are typically millennials, baby boomers, or multi-generation families.

The top markets are San Francisco, Los Angeles, and Sacramento, focused on those who are outdoor explorers, college/alum interested travelers, and family travelers with kids 13+.

## SCOPE OF WORK

The selected vendor will be responsible for two primary components: the quarterly video series and five ad-hoc video shoots.

### **1. Quarterly Video Series (4 Deliverables)**

- a. The vendor must pitch a creative concept for a quarterly video series that aligns with EBC's brand and explores a new, unique aspect of Butte County within the pillars of: outdoors; arts, culture, and entertainment; and/or food and drink.



- i. **Finished Video Deliverable (x4):** One long-form video per quarter (4 total), with a final running time of 3-10 minutes plus supporting short-form vertical deliverables as requested, not to exceed 3 per shoot. The video must employ a cinematic and storytelling focus, highlighting an authentic narrative
  - ii. **B-Roll Footage:** Complete delivery of all usable, high-resolution B-roll footage captured during each shoot.
  - iii. **Photography:** A minimum of 20 high-resolution, edited still photographs captured on each of the four shoot days that support the story and can be used for marketing across all channels (web, print, social).
2. **Ad-Hoc Video Shoots (5 deliverables)**
  - a. The vendor will execute five additional one-off video projects on an as-needed basis, based on EBC's marketing and content needs throughout the year.
    - i. **Finished video deliverables (as needed):** The contract includes the flexibility to request multiple short-form (15-60 seconds) deliverables as needed for different social or paid media platforms.
    - ii. **B-Roll Footage:** Complete delivery of all usable, high-resolution B-roll footage captured during each shoot.
    - iii. **Photography:** A minimum of 20 high-resolution, edited still photographs captured on each of the five shoot days.

#### DELIVERABLE OWNERSHIP

Explore Butte County shall own all rights, title, and interest in and to the raw and final video files, b-roll footage, and photography created under this contract for all future marketing use.

#### PROPOSAL REQUIREMENTS

Your response to this RFP must include the following components, in this order and labeled accordingly:

1. **Company Overview:** Brief description of the firm, including years of experience and relevant expertise.
2. **Project Team:** Introduce the team members, detailing their qualifications.
3. **Creative Concept & Approach (NEW):**
  - o Outline your proposed methodology for a new quarterly video series.
  - o **Pitch Your Idea for the Quarterly Series:** Propose a compelling, original concept for the four-part video series. The pitch must demonstrate how the series will embody the core EBC brand and its mission, visions, and/or values.
  - o Detail the pre-production (storyboarding, script direction), production, and post-production process to ensure a cinematic feel and high production value.



4. **Work Plan and Schedule:** Provide a detailed project timeline for the four quarterly videos and a process for scheduling the five ad-hoc shoots within the one-year contract.
5. **Conflict(s) of Interest:** Declare and provide details of any actual, potential, or perceived conflict(s) of interest. If there are none, clearly state this in the proposal.
6. **AI Use Disclosure:** Please detail how your business uses AI in the process of content creation and editing, including specific tools used, use cases for those tools, and any organizational AI Use Policy (if applicable).
7. **Budget:** A detailed breakdown of fees and expenses. Please present a fee structure for the entire one-year contract, broken down by Component 1 (Quarterly Series) and Component 2 (Ad-Hoc Shoots). The preferred budget is \$30,000. Final contract shall not exceed \$48,000.
8. **References:** Provide at least three case studies and references from recent clients, particularly those in tourism or destination marketing.

### PROPOSAL SUBMISSION

Explore Butte County shall receive all Submissions no later than Friday, November 7, 2025, at 5:00 PM PT. Email all Submission as PDF to [proposals@explorebuttecounty.com](mailto:proposals@explorebuttecounty.com) in the order listed under Requirements.

All proposals should include a clear, concise narrative. Proposal format is open to presentation style but must include the aforementioned items. Submittals received in any manner not specifically set forth above shall not be accepted or considered. Submittals received after the deadline will not be considered. The delivery date and time will be recorded upon receipt.

### EVALUATION CRITERIA

Proposals will be evaluated based on the criteria below, specifically designed to identify a partner that offers the optimal blend of creative vision, operational capability, and value.

- **Qualifications to Execute the Plan of Work, including Cost of Services and Creative Concept:** The ability to deliver an innovative cinematic quarterly series and execute the ad-hoc projects efficiently while providing maximum value for EBC's budget.
- **Evaluation of Prior Work:** Assessment of the quality, storytelling ability, and production value demonstrated in the work samples provided. EBC seeks evidence of professional filmmaking that aligns with a cinematic, long-form narrative style.
- **Tourism Experience:** Demonstrated experience working with Destination Marketing Organizations (DMOs) or within the broader tourism sector, highlighting an understanding of the unique challenges and goals of inspiring visitation.
- **References and Past Performance:** Feedback from recent clients on similar projects, particularly related to successful collaboration and project delivery.



Overall criteria used to evaluate responses to include:

| Criteria  | Weight |
|---|--------|
| Qualifications to Execute the Plan of Work, including Cost of Services and Creative Concept | 60%    |
| Evaluation of Prior Work  | 20%    |
| Tourism Industry Experience   | 10%    |
| References from Past Clients  | 10%    |
| Total:  | 100%   |

Explore Butte County may discuss the proposals and negotiate modifications of the proposal, draft scope of work, terms and conditions and pricing with the prospective firms as a part of the selection process.

After awarding the contract, the schedule will include a period of collaboration between EBC and the selected vendor to better define, elaborate upon, and update the agency's final Scope of Work.

#### RULES OF PROCUREMENT

##### Timeline Summary

| Event   | Anticipated Date/Time<br>(Subject to Change) |
|---|--|
| Solicitation Publication                                      | Friday, October 10, 2025                     |
| Final Date to Submit Questions and Requests for Clarification | Friday, October 17, 2025                     |
| Questions Answered via Addendum(s)                            | Friday, October 24, 2025                     |
| RFP Submittals Due  | Friday, November 7, 2025                     |
| Preliminary Evaluation Completed                              | Friday, November 21, 2025                    |
| Interview/Presentation/Demonstration (if desired)             | Week of December 8, 2025                     |
| Evaluation Completion   | Week of December 15, 2025                    |
| Notification of Award of Contract                             | Week of January 5, 2026                      |
| Negotiate Final Contract                                      | Week of January 12, 2026                     |



### EXPLORE BUTTE COUNTY CONTACT INFORMATION

Any and all communication regarding this Solicitation shall be in writing and directed to:

Ashley Baer  
Marketing Director  
Explore Butte County  
proposals@explorebuttecounty.com

This person will serve as the Explore Butte County's contact person for this project who will also respond directly for questions and inquiries during the solicitation. Do not contact other Explore Butte County personnel or selection committee members regarding this project or the selection procedures.

#### Questions:

Questions and requests for clarification may only be submitted by electronic mail. Verbal and phone inquiries will not be answered. All questions and requests for clarification shall be submitted no later than Friday, October 17, 2025. Explore Butte County will provide answers and clarifications by posting an addendum(s) through the Explore Butte County website by Friday, October 24, 2025 so all Responders receive consistent information. It is the responsibility of all interested firms to access the website for this information. Questions received after Friday, October 17, 2025 will not be answered.

### EXPLORE BUTTE COUNTY NOTICES

All proposing firms responding to this RFP should note the following:

- All work performed for Explore Butte County, including all documents associated with the project, shall become the exclusive property of Explore Butte County.
- Any and all costs including travel, arising from development and delivery of a response to this RFP incurred by any proposing firm shall be borne by the firm without reimbursement by Explore Butte County.
- The selected Respondent shall remain an independent Contractor, working under his/her own supervision and direction and is not a representative or employee of Explore Butte County. The Respondent agrees to file tax returns and pay all applicable taxes on amounts paid pursuant to this Contract.
- The opening of proposals in response to this Solicitation is not subject to attendance by the general public. This restriction is necessitated by the fact that the contract award is subject to negotiations, and it would be unfair for competing companies to know the prices quoted by one another.
- Issuance of this Solicitation in no way constitutes a commitment by Explore Butte County to award a contract. If Explore Butte County determines it is in its best interest to do so, no Respondent may be selected and no contract may be executed.
- Upon acceptable negotiations and contract award, the Respondent shall be required to execute the standard Explore Butte County Contract as provided in Exhibit A and comply with Explore Butte County insurance requirements. Explore Butte County may



modify the contractual requirements of the contract prior to execution of a contract for services.

- Explore Butte County reserves the right to request additional information from Respondents that have submitted a response to this Solicitation and to enter into negotiations with more than one Respondent should a contract be awarded or to award a purchase order or contract to the Respondent(s) with the most favorable quotation without conducting negotiations. Explore Butte County reserves the right to award more than one contract if it is in the best interest of Explore Butte County.
- Explore Butte County reserves the right to reject any or all submittals received if Explore Butte County determines that it is in its best interest to do so. Further, Explore Butte County may cancel or amend this Solicitation at any time and may submit similar solicitations in the future.
- Explore Butte County may reject any submittal that does not meet all of the mandatory requirements of this Solicitation, is conditional or is incomplete.
- Explore Butte County may request clarification of any submitted information and may request additional information on any or all responses provided and may waive minor inconsistencies deemed to be irrelevant.
- The withdrawal of any submittal must be made in writing prior to the required submission date and time, and must be signed by an authorized representative of the firm. An error in the submission may cause the rejection of that submission. However, the firm may reissue a new or modified submittal prior to the date and time required for submission.

#### ADDITIONAL INFORMATION

All information and materials submitted to Explore Butte County in response to this RFP may be reproduced by Explore Butte County for the purpose of providing copies to authorized personnel involved in the evaluation of the proposals, but shall be exempt from public inspection under the California Public Records Act until such time as a Contract is executed. Bid awards are a matter of public record. Once a Contract is executed, proposals submitted in response to this RFP are subject to public disclosure as required by law. Your submission of a proposal is considered your consent to the Explore Butte County's disclosure of the proposal. Explore Butte County shall not be liable for disclosure of any information or records related to this procurement.