Tri-County Technical College is requesting quotes for Video Production Services. We desire a company to produce two sets of videos for Tri-County Technical College. Specifications and details are included below:

**Community Partner Video Series**
Series of videos featuring testimonials by our community partners. The overall concept is that we will identify a community partner (Michelin, for example). The partner will be agreeable to allow us to film for two half-days in their facility to obtain both B-Roll footage, as well as to video a manager (two maximum) who can speak to the performance of the college’s graduates at this location. The on-location filming would also include at least one but no more than three graduates who can speak to the training they received at Tri-County and how it prepared them for their role at XYZ Company. An additional video would be shot on-campus and would include a video of the program director speaking to the partnership(s) and demonstrating (with current students) the state-of-the-art equipment. Nothing will be scripted as we desire a conversational tone accomplished through expert editing and finishing. Quote should include the services of an “off-camera” interviewer. Video should be “forward-thinking,” using technology, After Effects (or similar program) and animation to help present the college in the best possible light.

- Half-Day Visit to College to plan and begin development of storyboard.
- Two Half-Day Visits at Predetermined Organizations. For the initial visit, Tri-County will line up a tour of the company and, based on that tour and conversations, will work with selected videographer to discuss desired footage highlights. For second half-day visit, Tri-County will line up on-camera participants, which will include one to two managers in the company and one to three graduates who work there. NOTE: most companies will require that they see an advanced copy of the video to ensure nothing proprietary is included.
- Half-Day Video Shoot at College: on-location filming, featuring TCTC program director, current students and current training equipment. TCTC will line up on-camera participants (no more than three).
- Initial drafts of videos due two weeks from final film date. College may request adjustments during this phase.
- Finished products: one (1) 30-second television commercial style video that informs and engages and (1) 60-90 second spot for the website that goes into greater detail. (Prospects would see the commercial and then see the “more information” video on the website.)

TOTAL: Up to 8 videos between October 1, 2013, and June 15, 2014.

**Enrollment Services Series**
Film on-location at Tri-County Technical College in Pendleton, SC, up to 10 experts and up to 10 students about the enrollment services and processes specific to our incoming students (e.g., completing the FAFSA, taking the placement test). We will be utilizing a “spokesperson” to be the on-camera reporter who conducts the informal interviews. Company representatives must be able to set all persons at ease and generate a series of informative, but conversational, “how-to” videos. Editing would result in 30- to 60-second video using eye-catching transitions, animation when warranted, and solid content that informs and engages the student.

- Initial visit to campus to identify set locations, discuss the important facts to include in the video and possibly to meet those participating in the video spots.
• Video shoot on-location at Tri-County over two days (do not have to be consecutive). College will set meetings in 40-minute increments and provide all on-camera individuals. Time will be available for any needed b-roll footage as well.
• Initial drafts of videos due two weeks from final film date. College may request adjustments during this phase.
• Finished product, ten engaging and informative 30-second spots for web and other presentation purposes.

TOTAL: Up to 10 videos filmed between October 1, 2013, and December 31, 2013.

REQUIREMENTS

• Must have two (2) years previous experience creating engaging videos specifically for higher education organizations (provide link to related videos).
• Must have minimum of five (5) years of experience in general video production, including HD.
• Must be able to provide financial documentation if requested as proof of business solvency.
• Must be willing to storyboard all videos during pre-production.
• Must have HD professional cameras capable of shooting 1080i, preferably a 3CCD camera and a DSLR.
• Must use 3-point lighting techniques and lavaliere microphones to ensure professional video capabilities.
• Must be able to provide backdrops as needed.
• Must have at least two-person professional team (video expert and interviewer, at a minimum).
• Must be able to provide licensed music for final products.
• Must be willing to provide professional voice over for narration if applicable.
• Must be able to edit with Final Cut Pro or Adobe Premiere.
• Must be able to deliver motion graphics using Adobe After Effects.

Must deliver initial draft within two weeks of final filming.

Please submit a quote for both the Community Partner Video Series and Enrollment Services Series, specifying a cost for each. Please submit a detailed description of your company including your experience. You must submit a list three (3) higher education references for whom you have completed similar projects in the last two (2) years. References should include the name of the college or university, a contact name with phone and email address. Please include your W9 with your quote. The awarded vendor must provide a Certificate of Insurance showing General Liability, Workers Compensation and Automobile Liability coverage to the College upon award.

Quotes must be received by September 26, 2013 at 1:00 PM. Responses may be emailed to kdoherty@tctc.edu, mailed to Tri-County Technical College, Attn: Kristal Doherty, PO Box 587, Pendleton, SC 29670 or hand-delivered to Kristal Doherty at Tri-County Technical College, Ruby Hicks Library/Administration Building, Room 114, Pendleton, SC 29670. If sending via common carrier (such as FedEx, UPS, etc.) the delivery address is Tri-County Technical College, Attn: Kristal Doherty, 7900 Highway 76, Pendleton, SC 29670.