Request for Proposals (RFP)

Project: Caregiver Storytelling Campaign – Regional Video Capture

RFP Type: Capture-only (filming, audio, and on-camera pickups). All editing, color, and sound design are handled by a separately contracted centralized editor.

1) About the DEC

The DEC is a coalition of national organizations advocating to improve aging among racially and ethnically diverse people, American Indian and Alaska Native elders, and LGBTQ+ older adults.

2) Project Summary

The DEC is producing a documentary-style storytelling campaign featuring three caregivers from three different regions of the United States, each answering the same set of interview questions. Footage from all three regions will be edited together by a centralized editor and released in two phases: first, a series of short-form, question-by-question cuts for Instagram and YouTube (Reels/Shorts) that intercut all three caregivers answering the same question; and second, the full-length, uncut interview release for each caregiver as a standalone video.

The visual style is documentary-journalism: a single-shot, neutral-background interview in the standard/interrotron tradition, with question-by-question social cuts in the spirit of short-form interview series. Because both the short-form and long-form releases will intercut footage across regions, visual and technical uniformity is the single most important success criterion of this RFP. Selected shooters ("regional shooters") will be expected to follow a strict shared technical and framing specification — provided in the DEC Creative Brief & Technical Standards document at award — so that footage from all regions cuts together seamlessly in post.

3) Regions and Award Structure

The DEC expects to hire separate regional shooters in three U.S. regions: California, Atlanta, and Philadelphia. Bidders may apply for one or more regions; each region will be awarded independently. Interested vendors should indicate the region(s) in which they are based and able to shoot without out-of-region travel.

4) Scope of Work (CAPTURE ONLY)

This engagement is strictly capture-only. The regional shooter is not responsible for editing, color grading, sound mixing, transcription, captioning, graphics, or sourcing of any third-party imagery — all post-production is handled by the centralized editor. The shooter is responsible for:

- Light pre-production coordination with the DEC and the caregiver, including a brief location/light check before the shoot day.
- One seated, on-camera interview per caregiver (approximately 45–60 minutes recorded), in the standard/interrotron framing defined in the Creative Brief.
- On-camera B-roll captured against the same background, including reaction/listening shots, hand-gesture inserts, slow push-in/pull-out faces, locked still-frame portraits from multiple angles, and detail inserts. If the caregiver brings a meaningful photograph, keepsake, or personal object, the shooter will capture it on-camera against the same background and to the same technical standard as the rest of the shoot.
- Clean room tone, captured after each interview.
- Organized file handoff to a DEC-provided cloud destination within 48–72 hours of the shoot.

5) Technical Standards

All technical and visual specifications — including camera, codec, frame rate, color profile, lens choice, framing, vertical-safe (9:16) composition, lighting, audio levels, and file naming — are defined in the DEC Creative Brief & Technical Standards document, which will be provided to shortlisted bidders or at award. The standards are mandatory and identical across all regions; bids that cannot meet them in full should not be submitted.

At a high level, bidders should be confident in:

- 4K UHD acquisition with a professional codec and a log/flat color profile (no baked-in LUTs).
- A controlled, neutral-background interview setup with key, rim, and eye lighting.
- Broadcast-quality audio with a primary lavalier and a separate backup channel.
- Locked, single-camera framing composed to allow a clean 9:16 vertical crop for social deliverables.

6) Deliverables

- All raw camera files, original folder structure intact (no re-encodes, no edits, no LUTs applied).
- All raw audio files (primary and backup) plus room tone.
- A simple shoot log noting takes, audio or technical issues, and any caregiver notes.
- A signed checklist confirming each item in the Creative Brief & Technical Standards document was met.
- Delivery method: Upload to a DEC-provided cloud destination (SharePoint, Google Drive, or Dropbox — confirmed at award).
- Delivery deadline: Within 48–72 hours of the shoot.

7) Logistics and Locations

Shoots will be scheduled in collaboration with the caregiver and the DEC. Locations may include a partner office, a rented studio, or another quiet indoor environment. The shooter is expected to advise on a quiet, controllable location in their region if needed and is responsible for any local studio rental within their fixed fee unless agreed otherwise in writing.

8) Budget Guidance

The DEC has set a fixed, all-in fee of $1,000 USD per caregiver shoot (one half-day, one caregiver). This fee covers:

- Shooter labor for pre-production coordination, the half-day shoot, and file handoff.
- Full equipment kit (camera, lenses, lights including key and rim, lavalier and backup audio, recorder, tripod, neutral background).
- Local travel and mileage within the shooter's region.
- Media, basic consumables, and file upload.
- A signed technical-compliance checklist on delivery.
- Items not included in the fixed fee, which may be quoted separately as optional add-ons:
- A second crew member (audio tech or assistant), if the shooter recommends one.
- Studio rental, if a controllable indoor location cannot otherwise be secured.
- Travel beyond the shooter's home region (the DEC does not expect this — regional shooters are being hired to avoid travel).

Bidders should clearly itemize what is included in the $1,000 fixed fee and what would be billed as an optional add-on. Bids that exceed $1,000 without itemized add-ons will not be considered.

9) Proposal Submission Requirements

- Company or individual overview and relevant experience (interview, documentary, or journalism work).
- Two to three links to recent samples that demonstrate clean interview lighting, controlled background, and broadcast-quality audio.
- Written confirmation that the bidder can meet every item in the DEC Creative Brief & Technical Standards document (provided to shortlisted bidders).
- Camera and audio kit list for the proposed shoot.
- Confirmation of the $1,000 fixed fee, plus an itemized list of any optional add-ons (see Section 8).
- Availability window for the filming period.
- Proof of general liability insurance (or willingness to obtain prior to shoot).
- One professional reference

10) Evaluation Criteria

- Quality of interview samples — lighting, framing, audio, and ability to hold a clean, controlled background.
- Demonstrated ability to meet the standards in the DEC Creative Brief & Technical Standards document.
- Experience working with sensitive personal stories and underrepresented communities.
- Clarity and discipline of the bid (fixed fee respected, add-ons itemized).
- Speed and reliability of file delivery.

11) Timeline

- RFP issued: August 17th, 2026
- Proposals due: August 31st, 2026
- Vendor selection: August 31st, 2026
- Filming window: TBD (scheduled per caregiver and region)
- File delivery: Within 48–72 hours of each shoot

12) Submission Instructions

DIVERSE ELDERS COALITION

Send proposals to: ole2012@gmail.com, ole@diverseelders.org

CC: dtrinh@diverseelders.org, slavonne20@gmail.com, brainhealth444all@gmail.com, shanigilmore@gmail.com

Use Subject Line: RFP Regional Shooter – [Region] – [Vendor Name]