



**Michigan Saves<sup>SM</sup>**

# Request for Proposals for Video Production Company

## Purpose

Michigan Saves seeks a professional, innovative video production company with demonstrated capabilities to produce a series of videos that showcase our organization's value and services.

## Overview of Michigan Saves

Michigan Saves, the nation's first nonprofit 501(c)(3) green bank, makes energy improvements easier for Michigan energy consumers by stimulating and supporting investment in energy efficiency measures and renewable energy systems in Michigan homes, businesses, and public buildings. Established in 2009 through a grant from the Michigan Public Service Commission, Michigan Saves envisions a future in which consumer demand for efficient homes, businesses, and communities transforms the building and remodeling industries. Michigan Saves is part of this transformation by offering the financing solutions and contractor network that make energy efficiency and renewable energy improvements easy and affordable and by advancing a more energy-conscious culture in Michigan. While more than half of the residential lending has been in communities with low to moderate incomes, Michigan Saves expects to accelerate the development of financing solutions that resolve race- and income-related energy equity disparities.

## Services Requested

Michigan Saves would like a professional, innovative video production company with demonstrated capabilities to produce a series of videos that showcase our organization's value and services. As part of this endeavor, we are specifically seeking the following:

- A series of customer success stories (maximum of six videos, under three minutes long) that can be used throughout our website and social media and adapted as needed for various purposes to showcase the meaningful impact we have on our customers.

- B-roll footage that can be used in the above-mentioned videos and for various purposes, including ad hoc video requests and social media, and that can be adapted as needed to showcase Michigan Saves' meaningful impact

## Selection Criteria

Michigan Saves expects to award a contract to a firm that proposes the best approach to the work. Selection will be based on the following:

### Scope of Work

- Provide strategic counsel as well as preproduction planning and research to explore best practices and creative concepts that fit the Michigan Saves brand
- Coordinate resources, equipment, and required staff for video production and post-production
- Offer original and creative vision
- Meet expected timelines for completing the projects
- Provide messaging recommendations and assistance
- Outline a clear process and timeline that details how the project will be managed for its duration

### Submission Requirements

To respond to this request for proposals, please submit a narrative that includes the following:

#### Qualifications and Experience

- Specify the company's area(s) of expertise and unique characteristics that set it apart from the competition and how those strengths will benefit Michigan Saves' video content and brand
- Detail the company's approach to providing the required services mentioned above
- Provide five recent (within the last three years) examples of video footage the company has produced that demonstrate the depth and breadth of its video skills and how that expertise can be put to work for Michigan Saves

#### Fees

- Provide pricing in addition to any pertinent pricing details related to travel and other out-of-pocket expenses
- Applicants may be individual contractors or established firms.

Prospective firms may include any other information that Michigan Saves should consider. All responses will be treated as confidential. Michigan Saves is not liable for any costs incurred by applicants in responding to this RFP.

## Timeline

Please submit responses via email to Lateshia Parker at [lparker@michigansaves.org](mailto:lparker@michigansaves.org) by 5:00 PM EST on February 23, 2022.

After reviewing the responses, Michigan Saves may interview one or more respondents and engage in negotiations regarding the scope of work, roles, and other details to award a contract by March 31, 2022.

# Request for Vendor Information

Michigan Saves is committed to engaging with vendors that reflect the diversity of the many communities we serve. Our diverse vendor program is an intentional opportunity for Michigan Saves to support our mission and break down barriers to growth that exist for minority business owners and ensure that everyone—without exception—has access to the benefits of energy efficiency.

Vendor Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please check all that apply to your company:

- Disability-owned Business Enterprise
  - People with disabilities own and control at least 51 percent of the company.
- Lesbian, Gay, Bisexual, and Transgender Business Enterprise
  - LGBTQ+ individuals own and control at least 51 percent of the company.
- Minority-owned Business
  - Minority group members own and control at least 51 percent of the company.
- Service-disabled Veteran-owned Business
  - Service-disabled veterans own and control at least 51 percent of the company.
- Social Enterprise Business
  - A for-profit or nonprofit organization or venture that achieves its primary social or environmental mission using business methods.
  - Surplus is principally reinvested in social activities, not driven by need to maximize profit for shareholders and owners.
- Supported Business
  - Over 50 percent of the business's workforce are disabled individuals.
- Veteran-owned Business
  - Veterans own and control at least 51 percent of the company.

- Women's Business Enterprise
  - Women own and control at least 51 percent of the company.
- Women-owned Small Business
  - The company must be a small business.
  - Women own and control 51 percent of the company.
- None of these

Michigan Saves understands that the complex, and at times high-cost, diverse business certification process can present inequitable barriers for small businesses and thus does not require diverse business certification from a national, state, or locally recognized third-party certification agency. Please self-certify if any of the above apply to your business.

While Michigan Saves does not guarantee business to any vendor, we are committed to providing diverse companies an opportunity to compete on a fair and equal basis for our business.