



Request for Proposals

Promotional Video Suite for Erie Canalway 200 Campaign

PROJECT SUMMARY

The Erie Canalway Heritage Fund (the non-profit partner of the Erie Canalway National Heritage Corridor) is seeking a qualified firm to create a suite of promotional videos to launch and sustain the *Erie Canalway 200* campaign. The videos will be used on websites, landing pages, social media, etc. to educate and excite potential participants about a new multi-year challenge to log 200 miles of cycling, paddling, walking and/or hiking along the 524-mile NYS Canal System, 365-mile Erie Canalway Trail, or 62-mile Champlain Canalway Trail during the Erie Canal bicentennial period (2017-2025).

Proposal deadline is September 14, 2018. Two promotional videos must be completed and delivered by January 15, 2019. Two testimonial videos and social media snippets must be completed and delivered by August 15, 2019.

INTRODUCTION

Erie Canalway National Heritage Corridor, designated by Congress in 2000, spans more than 500 miles across upstate New York. The New York State Canal System, including the Erie, Champlain, Cayuga-Seneca, and Oswego Canals, forms the spine of the National Heritage Corridor, providing a focus for water-based recreation and connecting more than 200 communities and historic sites across the region. The Erie Canalway Corridor also includes the Canalway Trail, which receives traffic volume of more than 1.58 million visits per year.

Capitalizing on the region's rich and distinctive canal history, scenic beauty, and recreational opportunities for the benefit of the region's communities and attractions is among the primary goals of the National Heritage Corridor. Erie Canalway works in partnership with a number of state and federal agencies and non-profit organizations to promote tourism.

Erie Canalway 200 is a new campaign that aims to solidify New York's canal corridor as a prime destination for personal challenges that reward participants with world class recreational experiences in one of the nation's most iconic historic places. The campaign will promote multi-day cycling, paddling, and walking/hiking adventures along the 524-mile NYS Canal System, 365-mile Erie Canalway Trail, and 62-mile Champlain Canalway Trail. The Erie Canalway 200 campaign will incorporate both "end to end" journeys and an annual challenge to cycle, paddle, run or hike 200 miles on the canal/trail during the Erie Canal bicentennial period (2017-2025).

SCOPE OF WORK

We are seeking a qualified firm with destination and adventure tourism experience in New York State to create a suite of videos to be used to both explain the campaign and encourage participation. The videos would be used for the duration of the Erie Canalway 200 campaign (2019-2025).

Please note: video footage must be completed in September and early October of 2018, to be ready to promote the campaign in spring of 2019. ECNHC will provide direction on locations and potential talent, to assist with this production schedule.

The suite of videos would include:

1) Two promotional videos

Two videos concepts would use original footage, shot at locations along the Canalway Corridor. Each would be no more than :60 in length, and designed to engage a specific participant in the Canalway 200 campaign. The goal of the videos is to generate excitement and drive people to register for the campaign.

- **Adventure Seeker:** focuses on the accomplishment of logging the 200 miles to complete the challenge.
 - Target demographic –athletes who are looking for a new “badge of honor.”
 - Tight, intense shots of cyclists, runners, kayakers with a motivational theme
- **Fun and Fitness:** focuses on the casual user, who might use the challenge to keep them motivated or to explore new locations.
 - Target Demographic - families, vacationers, casual trail users (people looking for a fun summer activity, wellness goal, etc.).
 - Shots would emphasize the variety of ways people can enjoy their 200 miles on the Erie Canal/Canalway trail, including:
 - Historical locations
 - Diverse landscapes
 - Rich culture, tourism and entertainment
 - Charming accommodations
- The videos will be used on websites, landing pages, social media.
- These videos must be complete by January 15, 2019.

2) Two testimonial videos

Each video will be a maximum of two minutes long and feature 3-4 people who use the trail and are planning to complete the 200 mile challenge. Videos should include a range of age, fitness, special needs/ability, activity and geography, providing “3rd party endorsement” of the experience. The goal of these videos is to generate excitement, sustain participation, and drive new registrations for the campaign.

- Each testimonial will be shot on the canal and the people will be dressed consistent with the theme (i.e., runners will be in running gear, kayakers will have their kayaks, cyclists will have their bicycles).
- Specific messages may be incorporated to reinforce the goals of the campaign.
- Videos will engage “adventure seekers” and “fun and fitness” target audiences.

3) Social media snippets

Using footage already captured for parts 1 and 2, a series of 5-10 “snippets” (:10-:20 seconds each) would be created as social media ‘teasers.’ These might include:

- Interesting things on the Erie Canal/Canalway Trail
- Short testimonial phrase
- The “Erie Canalway 200” logo/graphic to encourage people to sign up and get moving

At least two social media snippets must be completed by June 30 for use during the summer, with the remainder to be completed by August 15, 2019.

DELIVERABLES

- Two (2) promotional videos about the Erie Canalway 200; one focused on “the challenge” and the other “the fun” of the experience. Deadline: January 15, 2019
- Two (2) testimonial videos, using a variety of participants and locations. Deadline: August 15, 2019
- Five to ten (5-10) social media snippets, repurposing footage gathered from shoots for other parts of project. Deadline: June 30/August 15, 2019.
- ***NOTE:** Videos should be compatible with Wistia and other enhancement software for SEO purposes.

PROPOSAL SUBMISSION

Please include the following in your proposal:

- **Methodology:** Please describe how you plan to approach each component of the project.
- **Project Fees:** Please itemize fees for each component of the project, and provide a total of project costs (including travel).
- **Estimated Completion Time:** Please include a proposed time frame in your proposal, recognizing footage should convey summer and fall experiences.
- **Qualifications:** Please include qualifications of your project team (brief summary preferred, please don't include resumes). Please provide links to three samples of similar video work performed. We will request additional details if needed after reviewing proposals.
- **References**
- **NYS M/WBE status**

BEST VALUE AWARD

Projects will be evaluated on quality of proposal, cost of services and contractor's experience in projects of similar scope. No more than \$17,200 will be made available for this project. Those certified by NYS as Minority and Women Owned Business Enterprises are encouraged to submit proposals.

CONTRACT

Erie Canalway is managed by both a federal commission and its non-profit partner, the Erie Canalway Heritage Fund, Inc. **The contract will be awarded through the Erie Canalway Heritage Fund, Inc.**

PROJECT CONTACT/SEND SUBMISSION VIA E-MAIL TO:

Jean Mackay, Director of Communications and Outreach

E-mail: jean_mackay@partner.nps.gov

Phone: (518) 925-6721

Project submissions should be emailed and provided in PDF format. Please combine multiple files (proposal, sample materials and references) into a single PDF document. Files should not exceed 10MB. If submissions exceed this e-mail limit, an FTP site will be provided upon request.

SCHEDULE OF KEY EVENTS AND KEY DATES

August 20, 2018	Release of RFP
September 14, 2018	RFPs must be received by Erie Canalway by 4:00 p.m.
September – October, 2018	Review proposals and perform selected interviews
October 12, 2018	Target date to notify selected Provider
January 15, 2019	Targeted promotional videos completed and deliverables submitted
August 15, 2019	Completion of project and deliverables submitted

ADDITIONAL BACKGROUND

Websites: www.eriecanalway.org; www.nps.gov/erie

Facebook: www.facebook.com/eriecanalway

Instagram: [@ErieCanalway](https://www.instagram.com/ErieCanalway)