

**Request for Proposals
for
Video Production Services**

Rhode Island Student Loan Authority

560 Jefferson Blvd., Suite 200

Warwick, RI 02886

401.468.1700

November 9, 2012

Agency Background

The Rhode Island Student Loan Authority (RISLA) was established in 1981 as a public agency of the State of Rhode Island and is a leading originator of private education loans and the sponsor of the College Planning Center of Rhode Island.

RISLA is soliciting proposals from qualified bidders to provide Video Production Services for advertising creative to begin running in early 2013.

Scope of Work

Rhode Island Student Loan Authority is seeking a qualified firm to create television advertising for RISLA with a focus on promoting the bRIdge Jobs internship initiative.

RISLA offers low cost state-based loan options for students and parents and free college planning and financial literacy guidance through its College Planning Center of Rhode Island. Recently, RISLA joined forces with the state's private universities (which are all part of the RI Association of Independent Colleges and Universities) and the state's public universities (headed by the RI Board of Governors for Higher Education) to develop the "bRIdge Jobs" internship initiative. The Greater Providence Chamber of Commerce is another leading partner in the effort.

The idea of creating a statewide, coordinated internship program is rooted in helping both students and local employers. By making internship opportunities more accessible, students can better acquire industry experience in their chosen field of study. Employers have the benefit of readily tapping into the vast pool of potential internship candidates at all of the state's colleges and universities, which serves as a good potential pipeline for future employees.

The crux of the "bRIdge Jobs" program is a web portal (www.bridge.jobs) that allows students to search internship opportunities at local employers. The site is free to use and is being promoted to students at all of the colleges throughout Rhode Island. Employers can access the site and upload internship opportunities as well as search out candidates that may be a good fit for the organization. The program seeks to connect students with internship opportunities in fields like Business, Science, Technology, Health Care, Design, Engineering, Finance, and Manufacturing.

The bRIdge initiative has been recognized by the Rhode Island Foundation as a catalyst for reinventing the state and assisting in the economic recovery. The focus and energy taking place on the reinvention of the state has never been greater. Non-governmental organizations, elected officials, employers, and the general public are coming together to discuss ways to help foster greater economic recovery in the state. RISLA seeks to utilize television advertising as a means of promoting bRIdge to audiences like students, parents, employers, and the wider general public. Highlighting the role of RISLA and its bRIdge partners in the overarching theme of reinventing Rhode Island are a goal of the ad campaign.

The scope of the work includes:

1. The development and production of television spot(s) for use in early 2013 and subsequent years, including script creation, storyboarding, securing any necessary screen or voice over talent (non-union), assisting with finding a location for shooting if

- necessary, creation of any needed graphics, illustrations or animations, music selection, video production, editing, post production and final mix.
2. Creating hard copy (Beta, Beta SP, DigiBeta, DVD, MiniDV) or digital media as needed for distribution to TV outlets.
 3. Shooting footage at a non-studio location (or multiple locations), if required in your proposed creative approach.
 4. Offering recommendations for cost savings while maximizing effectiveness of TV production.
 5. Converting spot creative into web ready format and providing a DVD of creative to RISLA.
 6. Providing recommendations for measuring and analyzing the effectiveness of the television spot in a target market.

Proposal Content and Format

The following should be included in your response:

1. The firm name and address, including contact information for the primary point of contact for RISLA. Please include a brief history of the firm.
2. Brief descriptions of the staff members that will be involved with the production of this project.
3. A description of the firm's experience developing video advertisements, particularly for public or non-profit entities. Please describe three examples and enclose a disc with samples of finished work or provide URL where samples of work can be viewed. Please indicate where firm was responsible for script creation.
4. Provide an outline with your recommended creative approach for introducing the bRidge Jobs initiative to the general public.
5. Please indicate the type of cameras, editing, and other equipment your firm will use for the proposed services.
6. A process and timeline for production.
7. Proposed project costs, including production, talent, graphics, stock footage and/or music, location fees, converting to web-ready format, final media and any other costs associated with the production of this spot along with the cost breakdown.
8. Recommendations for measuring and analyzing the success and effectiveness of creative.
9. Evidence of insurance.
10. Three references that can speak to your ability to effectively produce television creative on time and within budget.

Selection Process

A conference call will be held on November 20, 2012 to publicly address any questions firms responding to this RFP may have. If you are interested in participating in this call, please email Chris Reilly at creilly@bradfordgroupri.com for details.

Proposals must be received by RISLA no later than December 7, 2012. Please submit three hard copies of your response to 560 Jefferson Blvd, Warwick, RI 02886-1371 Attention: Charles P. Kelley and email a PDF of your response to ckelley@risla.com.

The Authority reserves the right to cancel this request for proposals, to reject any and all proposals submitted, to request any additional clarifying information from any proposers, and

to negotiate separately with any and all proposers to process. Issuance of this RFP does not commit RISLA to pay costs incurred in the preparation of proposals and the Authority reserves the right to accept or reject any and/or all proposals, in part or in their entirety.

Review of the proposals will be undertaken by a committee comprised of the Executive Director and other RISLA staff. This committee will review all proposals and recommend a firm to provide video production services for the Authority. Selection will be made based on the lowest qualified bid price, experience and expertise in the field of video production, and a demonstrated ability to provide results.

Rhode Island Student Loan Authority

Date: November 9, 2012