Request for Proposal (RFP) Video Animation Support
June 15, 2022

The following questions were received in reference to the Request for Proposal (RFP) Video Animation Support.

https://www.us-ignite.org/news/request-for-proposal-rfp-animation-video-support/

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1. **Will the video require a voiceover?**

Please provide pricing for an animation video that includes a voiceover narration and for an animation that does not include a voiceover. The voiceover would need to be provided by the service provider.

2. **If a voiceover is required, who will provide this (service provider or client)?**

The service provider should plan on providing the voiceover.

3. **Do you have any video references or styles you envision for the video?**

Some examples of videos that we are inspired by include:

https://nyti.ms/3qRGlFR

https://explainify.com/enterprise-it/

https://www.contentbeta.com/video-examples/#uael-video-gallery-fd4e164-3

See "Impact" and "Impress" packages: https://explainify.com/packages/

4. **What is the envisioned timeline/completion date for the project?**

Proposals should give us an estimate of how long the creation of this animation video would take. US Ignite would ideally like to have the final product in early Fall 2022.

5. **Will the service provider be developing the script?**

The service provider should take the lead in writing the script for the video. US Ignite wants to collaborate with the service provider in editing and refining the script.

6. **What is the intended scope of distribution for this animation?**

The animation video will primarily be distributed via US Ignite's website, us-ignite.org, and via social media channels. Additionally, the video animation link will be sent to partners and clients including municipal representatives, industry executives, and academics.

7. **Is there a budget we should be conscious of when formulating a quote for the Miami Dashboard animation? Is there a budget we should be conscious of when formulating a quote for the animation of all three dashboards?**

Please provide 2-3 pricing options per video, based on the level of details for the animation. We are looking to spend between $10K and $50K for each video.