



# ***YORK COUNTY COMMUNITY COLLEGE***

**YORK COUNTY COMMUNITY COLLEGE**

**112 College Drive**

**Wells, ME 04090**

**REQUESTS FOR PROPOSALS**

For

**Branded TV/OTT/SM Spot & Reel Creation**

As the region's only community college, York County Community College (YCCC) is proud of its commitment to economic development and opportunity through a shared community vision. YCCC offers **One-Year Certificates, Two-Year Degrees, Custom Professional Development, and Short-Term Training Solutions** that are designed to develop the educated and skilled workforce needed to empower our communities.

**Supporting York County and Beyond by:**

**DEVELOPING** an educated, skilled, and adaptable workforce, responsive to evolving economic needs.

**DRIVING** socioeconomic mobility for our students.

**CREATING** economic and civic prosperity.

**York County Community College is requesting written proposals for a vendor to create a Branded .30, .15., and .07 TV/OTT/Social Media Spots & Reels for program advertising and promotion.**

## **PROJECT INFORMATION**

- A. The RFP due date is **4:00 PM, June 28, 2024**
- B. Proposals are to be submitted to the attention of Stacy Chilicki at YCCC via email to [schilicki@yccc.edu](mailto:schilicki@yccc.edu) with a subject heading of **RFP TV/OTT/SM Spots Proposals shall remain firm for ninety (90) days** from date of submittal.
- C. Questions should be directed to Stacy Chilicki by e-mail at [schilicki@yccc.edu](mailto:schilicki@yccc.edu). Please allow sufficient time for questions to be answered prior to the RFP due date. Responses to inquiries, if they change or clarify the RFP in a substantial manner, will be forwarded by addenda to all parties that have received a copy of the RFP. The College will not be bound by oral responses to inquiries or written responses other than addenda.
- D. By submitting a proposal, the bidder agrees and assures that the specifications are adequate, and the bidder accepts the terms and conditions herein. Any exceptions should be noted in your response.

- E. The bidder shall be responsible for all costs associated with this proposal up to and including any contract that may result from this proposal.
- F. The proposals will be evaluated, and selection made, on the basis of cost to the College, turnaround time, quality, experience, references, best value to the College and other criteria as deemed appropriate by YCCC. **YCCC reserves the right to reject any or all proposals, to waive any formality in any proposal, and generally take such actions as shall be in their best interest(s).**

**ALL BIDS NEED TO INCLUDE ASSOCIATED COSTS WITH AGREEMENT AS WELL AS ANY OBLIGATIONS BY YORK COUNTY COMMUNITY COLLEGE.**

**Items:**

**SCOPE INFORMATION**

YCCC embarked upon a journey three years ago to reimagine itself, rebrand and create broader visibility for its brand and its services. YCCC is looking to produce a high quality .30/.15/.7 sec spots, social media spots and reels that we can use on network, cable, streaming TV services and social media that convey the brand message, general college awareness and position the college as an option for people looking to pursue higher education. Specifically we are looking at spots geared towards prospective students, emphasizing career-focused programs like Criminal Justice, Leadership, Alcohol and Drug Counselor, Computer Aided Drafting & Design Certificate, and Information Technology to boost enrollment.

**REQUIREMENTS**

Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the College. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Responses to each requirement below should be in order and clearly marked.

- A. The following must accompany your proposal:
  - 1. Business Profile:
    - a. A statement of qualifications including a detailed history and description of your company and any published reports about your company;
  - 2. Pricing Breakdown
    - a. Concept Development & Script Writing
    - b. Production – Casting, Actors, Music, Voiceover, Editing, Video Production
    - c. Travel Expenses
  - 3. References:

- a. A list of three references is required to be submitted with your proposal. These references should be colleges and/or universities or athletic teams if possible.

**DELIVERABLE EXPECTED**

1. At least 3 possible concepts
2. Script writing
3. Storyboarding
4. Presentation of scripts through storyboard and narrations
5. Music/Voice Over
6. Casting and Actors
7. Filming/Photography
8. Editing
9. Video in required format for social media

**ADDITIONAL REQUIREMENTS**

- A. YCCC requests that the video be created so that it can have shelf life of at least 18 – 24 months with the ability to change ending messaging to align with enrollment cycles and dates.
- B. The cost and compensation for all services and items shall be clearly indicated.
- C. Description of all proposed services and time requirements shall be clearly described in the proposal.
- D. It is the vendor’s responsibility to confirm they have sufficient information required for the proposal. Any additional information required is to be brought to YCCC’s attention.
- E. This RFP shall be referenced in, and considered part of, any final contract.
- F. All applicable costs are to be built into the RFP. No separate costs for items not included in the RFP will be accepted unless agreed to by YCCC in advance.
- G. YCCC is exempt from sales, property and excise taxes. Such taxes shall not be included in quoted prices. If any taxes are known by the Vendor to apply they shall be considered an expense of the Vendor and deemed a part of the quoted prices.
- H. The following MCCS Standard Terms and Conditions apply to all contracts with YCCC.

**NOTICE TO VENDORS AND BIDDERS:**

**STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS**

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively “MCCS”). These terms and conditions derive from the public nature and limited resources of the MCCS. **MCCS DOES NOT AGREE TO:**

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those M CCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to M CCS policies of insurance;
6. Pay attorneys' fees; costs, including collection costs; expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed;
9. Automatic renewals for term(s) greater than month-to-month;
10. Limitations on M CCS' recovery of lawful damages incurred as a result of breach of the contract;
11. Limitation of the time period under which claims can be made or actions brought arising from the contract;
12. Vendor's terms prevailing over M CCS' standard terms and conditions, including addenda; and
13. Unilateral modifications to the contract by the vendor.

BY SUBMITTING A RESPONSE TO A REQUEST FOR PROPOSAL, BID OR OTHER OFFER TO DO BUSINESS WITH M CCS, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between M CCS and your entity; that such terms and condition shall control in the event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the M CCS any contractual documents of any kind that are not in at least 11-point black font on a white background and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize M CCS to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless M CCS in any and all legal actions that seek to compel M CCS to

disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between MCCS and your entity.

5. Any MCCS entity shall have the option to purchase goods and services from [Vendor] under the same terms and conditions set forth in this Agreement.