



# PROPOSAL

## BROADCAST RENTALS AND EVENT SOLUTIONS

Prepared for

**Maricopa County Community Colleges**

# Thank-you

The team at Broadcast Rentals and Event Solutions is very appreciative of the opportunity to supply this proposal for your consideration for the Maricopa County Community Colleges RFP # 3452-9.

Our team has constructed the attached solution in the hope we can begin a relationship that will continue to grow for years to come. As you will come to learn, the team at Broadcast has built a mutually successful model with our customers over the years. We all know the cost of change can be great at times and we understand that to make a change a potential customer needs to see a high degree of value – and not just in the first engagement. When you choose to partner with Broadcast Rentals and Event Solutions you are choosing a partner that understands what the word “partner” really means and you can be confident that the decision to change providers is not one you will soon need to make again.

Our approach to customer service and budget awareness has provided customers like you with unparalleled experiences for 25 years. We’ve never advertised to attract business – we grow our future by direct contact with people like yourself and through a demonstrated track record of excellence and boutique service.

We hope we can do the same with you and your team.

Thank you

The Broadcast Rentals and Event Solutions Team!

## Company history



Our story began in The Southwest in 1993 when Oz and Deb started a rental company that specialized in a white-glove boutique approach to rentals and event support.

Twenty-five years later many of those same customers continue to make Broadcast Rentals and Event Services their first call. Broadcast Rentals and Event Solutions has a long history of investing in unique and efficient equipment and solution systems that make project execution smoother and more fulfilling for our customers. Our founders have upheld a tradition of excellence and appreciation toward our customers which has resulted in thousands of outstanding experiences and expansion in the mid-90's into Southern California.

We know a technical environment can be stressful and the more we can do to lessen the stress, and improve the experience, the closer we get to making heroes of the people charged with executing a successful project.

# Capabilities



Broadcast Rentals and Event Solutions has always been known for its discriminating approach to inventory investment. We want to make certain that our technical solutions are the best and most efficient available. Over the past few years we've invested heavily in more efficient systems that help reduce onsite labor impact and bring a degree of security and comfort to our clients.

In addition to our technical investment, we are dedicated to constructing a team of professionals who have a passion for our industry, a desire to improve their skill sets daily, and a strong customer service ethos. We seek out and attract people who enjoy making our customers happy and we ensure we provide them with the tools and support to do so.

## Differentiators

- Our strongest differentiator is our people and our communal dedication to taking care of our customers. When our customers have a successful experience it has a profound effect on our team.
- We are a boutique agency with the ability to be as flexible as our clients require in order to achieve their goals.
- Our client's goals become our goals and our client's wins become our wins.
- We invest in emerging ideas and approaches that make our offerings unique and give our team members the excitement to explore new solutions on a daily basis.
- We are beholden to no one but you; our client. We have no other relationships in the way of making your event a complete success.
- We appreciate our customers and we desire to develop long term mutual success stories.



## PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3452-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services per the attached pricing proposal. Proposer further understands they are the sole offeror herein and that the performance of any sub-contractors employed by the Proposer in fulfillment of this offer is the sole responsibility of the Proposer.

**COMPANY:** Broadcast Rentals

**PHONE:** 480-894-1456

**ADDRESS:** 2343 W University Drive, Suite 101

**FAX:** 480-894-1023

**CITY, STATE, ZIP:** Tempe Arizona 85281

**SIGNATURE:**

**DATE:** 12-19-19

**NAME (Print):** Gerry Small

**TITLE:** C.O.O.

Submit a detailed pricing schedule as an attachment to this page.

**Other-Services/Fees not specifically requested in the RFP (list below)**

Live Event Support	\$ Varies by project
Equipment Rental (Dry Hire)	\$ Varies by project
	\$
	\$

Costs/Fees listed above shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

**The signature page (Section 10) must be completed, signed and included with your proposal.**

## MCCCD PRICING OVERVIEW – PER RFP

### **Still Photographer Package Including:**

Photographer for 4 hours  
DSLR Camera System (Canon 5D, Sony A7sii, Sony A7iii)  
3 point Lighting kit  
Seamless Backdrop  
Digital Media Transfer Drive

**Total for set with 4 hour operate** **\$750**  
Each additional hour = \$75

### **Videographer Package (static Interview set) Including:**

Videographer for 4 hours  
Production Camera Package (Sony FS7 or similar)  
3 point Lighting kit  
Seamless Backdrop  
Audio kit  
Digital Media Transfer Drive

**Total for set with 4 hour operate** **\$1,200**  
Each additional hour = \$75

### **Videographer Package (Dynamic Roaming) Including:**

Videographer for 4 hours  
Production Camera Package (Sony FS7 or similar)  
Battery kit for Camera equip  
Camera Mounted Lighting  
Audio kit  
Digital Media Transfer Drive

**Total for set with 4 hour operate** **\$1,325**  
Each additional hour = \$100

## **MCCCD PRICING OVERVIEW (con't)**

### **Video Editing Package Including:**

Editor for 4 hours

Editing Suite

All video and audio effects

**Total for 4 hour edit session**

**\$600**

Each additional hour = \$125

### **Miscellaneous Services (require detailed SOW for complete project budget)**

Shooting B-Roll (4 hr minimum)	\$100/hr
Video Editing (4 hr minimum)	\$125/hr
Animation (4 hr minimum)	\$200/hr
Pre-roll Spot Creation (4 hr minimum)	\$125/hr
Script/Storyboard Creation (8 hr minimum)	\$100/hr
Directing/Coaching (8 hr minimum)	\$200/hr
Audio Production (4 hr minimum)	\$125/hr

## **MCCCD PRICING OVERVIEW – OUTSIDE RFP**

As noted in the RFP response, Broadcast Rentals can offer, as a value-added service, additional support elements beyond those outlined in the RFP. We have the ability to execute full live event production support as well as dry-hire rentals. In the live events arena, Broadcast Rentals can support internal and public facing events for any group within the MCCCCD community at a discounted rate.

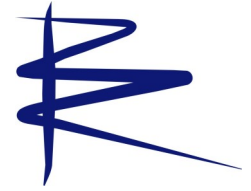
In addition to these items we have the ability to offer MCCCCD the opportunity to partner with Broadcast Rentals in the form of off-campus educational sessions in our related technology space as well as the possibility of internship programs for students participating in programs related to our industry.

Finally, Broadcast Rentals will institute a standard student discount for students in the Digital Photography & Television Production programs who require affordable rental equipment in the quest to develop their student projects.

A cross section of the dry-hire equipment available to MCCCCD at a reduced rate under this agreement is included on the following page.



# Broadcast Rentals Product List



## **SWITCHING SYSTEMS**

Barco S3-4K Processor  
Black Magic ATEM Switcher  
Mobile Video Studio Switcher  
(4 SDI, 2 HDMI, Built-in Monitors, Onboard Record)  
Panasonic 300  
(5 SDI Inputs)  
Tricaster 460  
Breakout Switcher  
(4 HDMI Inputs with Audio)  
Image Pro II  
Extron DVS 605

## **CAMERA PACKAGES**

Studio Config – Sony HSC-100  
Studio Config – Panasonic HPX-500  
Studio Config – Panasonic HDX-900  
Remote PTZ Camera Pkg  
Panasonic AG-AC160AP  
Panasonic AG-180 PJY – 4K  
Panasonic AG-DVX200PJ – 4K  
Sony FS-7 – 4K  
Sony F55 SXS – 4K  
Canon C300  
Canon 5D MKII (DSLR)  
Sony A7SII (DSLR)  
Sports Lens – 42x  
Sports Lens – 36X  
Wireless Camera System – Paralynx  
Tomahawk  
Wireless Camera System – Teradek Bolt  
Camera Jib

## **RECORDERS**

Video Devices Pix 240I  
Video Devices Pix E7  
Atomos Shogun  
Atomos Shogun Flame  
AJA Ki Pro

## **LIVE STREAM SOLUTIONS**

Datavideo Systems  
Live U  
Newtek  
Teradek Cube  
Full CDN Services  
Turnkey White-label Solutions

## **AUDIO**

Wireless mics – Shure Digital  
Wireless Com  
RTS and Clearcom wired systems  
Wireless IFB (Single, Dual)  
Wireless in-ear monitor system  
Powered speaker systems  
Line Array Systems (Gnd support and flown)  
Dougan Auto-Mixer  
360 Instant Replay  
Marantz Recorders  
Zoom Recorders  
Press Boxes

## **LIGHTING**

S4 Leko  
S4 Par  
Lowel Kits  
Arri Kits  
Interview Kits  
Up lighting – LED (AC & Batt)  
Astra Litepanels 1x1 LED

## **PROJECTION**

5K Eiki  
7K Christie  
14K Christie  
12K Laser - Panasonic  
Stumpfl 16:9 Screen Kits  
Fastfold 16:9 Screen Kits  
Projection Scaffold  
Flying Hardware

## **MISCELLANEOUS**

Prompter Systems – Presidential & Camera Mounts  
Playback Pro Systems  
Monitors and Stands  
Pipe and Drape (Black and Grey)  
Video Conversion – Dak-70  
Video Conversion – SDI-HDMI-SDI  
Fiber Optic (+FIDOs)  
AJA Embedder/Disembedder  
Decimator Multiviewers  
Polycom  
Telos Hybrid  
Perfect Cue

## SIGNATURE PAGE

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE \_



PRINTED NAME \_ Gerry Small

TITLE \_ C.O.O.

COMPANY \_ Broadcast Rentals

ADDRESS \_ 2343 W University Dr. Suite 101

CITY, STATE, ZIP \_ Tempe, AZ, 85281

TELEPHONE \_ 480-894-1456

FAX  
NUMBER \_ 480-894-1023E-MAIL \_ [gerry.small@broadcastrentals.com](mailto:gerry.small@broadcastrentals.com)

Is your firm a:

(XX) Corporation\* ( ) Partnership ( ) Individual ( ) Joint Venture

▪ If a corporation, answer the following:

- a) Where incorporated: Maricopa County AZ
- b) Date incorporated: 8-25-1994
- c) Have your Articles ever been suspended or revoked? ( ) Yes (X) No

If yes, when, for what reason, and when were they reinstated:

- Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities? NO

If yes, when, for what reason, and when were they reinstated:

## **COMPANY OVERVIEW**

- 5.1.1 Describe your company's history in successfully providing the services requested (in this RFP document) to previous clients, especially educational institutions.

**Broadcast Rentals and Event Services provides videography, photography, and event related support for institutions in the for-profit, non-profit, educational, governmental, and entertainment industries. We have a diverse team of solutions experts which allows us efficiently respond to any need our clients present. Because of our diverse coverage, we're also able to bring to bear many industry relationships for the occasional unique requests we receive.**

- 5.1.2 State the number of years of service and experience of your company.

**Broadcast Rentals and Event Services has been in business in Maricopa County for 25 years and our experience has spanned all aspects of the technological revolution in visual and audio support during that time.**

- 5.1.3 Identify key contact personnel who may be involved with the contract including areas of specialization. Provide resume or work history of each person.

**Please see the attached Biographies page for a cross section of our solutions team**

### **5.2 QUALIFICATIONS**

- 5.2.1 Address in great detail your knowledge, expertise, and experience in providing the services requested in Section 3, Scope of Work, and your understanding & ability to comply with the requirements of this RFP.

**At Broadcast Rentals and Event Services we specialize in supporting and providing all the elements listed in Section 3 on a weekly basis with our current list of clients. We engage in projects for local, national, and international customers and our experience and skills exceed that which is requested in this RFP. In addition to the elements listed, Broadcast Rentals and Event Services has the ability to provide support for MCCC's event-related needs and projects both on campus as well as in outside venues.**

- 5.2.2 Provide a list of 3-5 references of clients who have retained you, and/or to whom you have provided similar services to, for at least one year.

**Please see the attached References page**

- 5.2.3 Provide a detailed description of similar work performed by your firm during the past five years.

**As noted above, Broadcast Rentals and Event Services provides such services on a weekly basis. In the most recent 30 days, Broadcast Rentals and Event Services has provided support similar to that which is outlined in the RFP to 3 separate pharmaceutical companies (names withheld due to NDA's), A 3-location production shoot for an episode of Man V. Food, multiple fundraising video projects for Great Hearts Academies, an ASU football team video shoot, and a celebrity funeral video shoot/edit/web stream.**

- 5.2.4 Provide a definitive list of services the firm will provide.

**Broadcast Rentals and Event Services is capable of providing all forms of support as outlined in the RFP document as well as any services related to equipment rentals and live event support. Our robust inventory positions us to be able to provide virtually anything the MCCC team may require within or outside the scope of this RFP.**

5.2.5 Describe services, capabilities, policies and procedures for the service/s on which you're bidding:

5.2.5.1 Video capabilities (shooting, editing, publishing).

**As has been described elsewhere in this document, Broadcast Rentals and Event Services possesses all the relevant skills and equipment to support these requirements.**

5.2.5.2 Gathering digital talent release forms from all subjects

**Securing release forms is a standard practice as is the construction of in-depth SOW documentation for more the more complex projects we may encounter.**

5.2.5.3 Packaging, Organizing and Delivery of Picture Packages for Distribution

**In reviewing the RFP and subsequent Addendum supplied by the MCCCCD team, we are aware of delivery expectations and will, if selected, proceed as outlined.**

5.2.6 Provide examples of work for each type of service you are responding for (i.e. portrait, architectural, sports photography, etc.)

**Unfortunately for the purposes of responding to this RFP, our ability to share imagery is somewhat limited. The majority of the work product we have produced falls under the category of "works made for hire" and thus are not available to be shared by us. We have included some stock photography we have garnered for our own purposes which we are ethically free to provide.**

5.2.7 Describe any other qualities, qualifications, and/or examples that further demonstrate your abilities to provide the services requested in the RFP.

**As has been outlined, Broadcast Rentals and Event Services has a much broader range of services than is covered by this RFP but which we can offer to MCCCCD as a value-added feature. Any of the equipment rental and event-centric services within our offering will be available under the same terms and conditions as agreed-to in this process.**

### 5.3 OPERATIONAL

Explain all the following in detail:

5.3.1 List your company's procedures for scheduling a photography or video services

**Our scheduling process is typically on a case-by-case basis since we find there are usually variables in play with every project. Our project manager would create a specific schedule for each engagement. That said, if there were to be a high volume of similar engagements that are standardized in nature we would create an online automated system for scheduling requests.**

5.3.2 Minimum advanced notification time to request services.

**We are accustomed to a wide variation of notification times and we try to remain flexible to last minute needs. Typically, to properly allocate equipment and labor we would prefer a few days to a week advance notice.**

5.3.3 List your company's policy for arrival times at a shoot location.

**This varies entirely based on complexity, venue, etc. We will schedule enough time to properly set-up and test all equipment before needing to "go live".**

5.3.4 List your cancellation policies, procedures, and time frames.

**Our cancelation policy is typically limited to costs-incurred prior to a project. The amount varies depending upon how much work has already been performed thus there is no set-rate punitive fee we charge. We understand the nature of our work environment sometimes causes schedules to change and we pride ourselves on being flexible and reasonable. Our goal with any fee is to simply cover the actual costs we incur as a result of a cancellation.**

5.3.5 List your policies and procedures for scheduling retakes.

**Retakes or re-shoots would be considered an additional engagement and would be quoted as a stand-alone project.**

### 5.4 OTHER

5.4.1 Would your company be willing to allow other entities to utilize this contract cooperatively.

**Absolutely and we would welcome such opportunities.**

5.4.2 List any related additional services that your company provides that are not identified specifically by this RFP.

**As has been cited, we have a much wider offering than is called-for in this RFP and we feel those services can be of value to the entire MCCCCD team across a variety of projects. We stock a wide variety of camera systems, lighting, audio, projection, and grip equipment available for rental or for projects. Similarly we have a full service event support offering which specializes in live events such as business meetings, awards events, galas, live web streaming, and press conferences.**

## ATTACHMENT A

### BIDDER'S STATEMENT

Interested Bidders are asked to review and provide, as completely and accurately as possible, a written response on each applicable section below:

#### TYPE OF BUSINESS ORGANIZATION

Please check the appropriate box(es).

**The Bidder represents that it operates as:**

☒ A CORPORATION incorporated under the laws of  
the State of ARIZONA  
☐ An INDIVIDUAL  
☐ A PARTNERSHIP  
☐ A NON-PROFIT ORGANIZATION  
☐ A JOINT VENTURE  
Federal Employer Identification Number: 86-0772031

#### PARENT COMPANY and IDENTIFYING DATA

A "parent" company, for the purposes of this provision, is one that owns or controls the activities and basic business policies of the Bidder. To own the Bidding company means that the "parent" company must own more than 50 percent of the voting rights in that company. A company may control a Bidder as a "parent" even though not meeting the requirements for such ownership if the "parent" company is able to formulate, determine or veto basic policy decisions of the Bidder through the use of dominant minority voting rights, use of proxy voting or otherwise.

The Bidder:

☐ IS ☒ IS NOT owned or controlled by a "parent" company.

If the Bidder IS owned or controlled by a "parent" company, Bidder shall provide the name, address, phone and fax numbers, and Federal I.D. No. of the company.

ATTACHMENT A  
 BIDDER'S STATEMENT (continued)  
 ADDITIONAL BUSINESS INFORMATION  
 Standard Business Hours

ATTACHMENT A  
 BIDDER'S STATEMENT (continued) ADDITIONAL BUSINESS INFORMATION

Standard Business Hours

1 Days of week available for services:	<u>All days of week</u>
2 Business hours of operation:	<u>Standard Mon-Fri from 8a-5p</u>
3 On-call/Emergency service hours:	<u>24hrs/day</u>
Phone Number(s):	<u>480-894-1456</u>
Web Address:	<u><a href="http://www.broadcastrentals.com">www.broadcastrentals.com</a></u>
FAX Number:	<u>480-894-1023</u>

General Information

4 Business License Number:	<u>7486027</u>
5 Number of years in business under current name:	<u>25 +</u>
6 Number of offices in the State of Arizona:	<u>One</u>
7 Business Classification (check applicable category)	
Minority Owned Business (MBE)	<u>                    </u>
Woman Owned Business (WBE)	<u>                    </u>

Does your firm hold this certification from any other agencies or companies?

No: XX      Yes:      With Whom?

8 Name and address of office assigned to handle the MCCCCD account:  
 Broadcast Rentals. 2343 W University Drive Suite 101 85281

9 Account Manager Information:

Name:	<u>Steven Kraft</u>
Office Phone:	<u>480-894-1456</u>
Cell:	<u>480-703-3179</u>

10 Contractor TYPE - NA      NUMBER                          

11 Do you ever sub-contract : NO

YES      XX

If YES, which services?: We occasionally sub contract professional engineers and equipment to augment our offering



## **BIOGRAPHIES**

### **Deborah Smith – Founder and President**

Prior to starting Broadcast Rentals, Deborah worked in the finance and real estate industries in Phoenix. She has an MBA and a BA in International Relations from Brigham Young University. Deborah started the company in 1993 with two broadcast camera systems and over the years she has grown the business to include services ranging from photography / videography to live event and production support along with teleprompting, webcasting, and project management.

With over two dozen camera systems and an expanded equipment offering that includes projection, lighting, audio, editing, camera support, specialty lenses and video engineering and recording equipment, Broadcast Rentals is recognized as the partner of choice in Arizona.

Deborah also serves as Board Chair of A New Leaf, a \$50MM non-profit which specializes in providing shelters and low-income housing, integrated health services, and community services to the underserved community in Maricopa County.

### **Gerry Small – C.O.O.**

Gerry brings over 30 years' experience to the Broadcast Rentals team. Having worked with some of the largest and best-known providers in the industry he has built a reputation for excellence in service and a dedication to building outstanding teams. Continuing the Broadcast Rentals reputation for exceeding the customer's vision and providing a reliable, repeatable process has led to a positive growth and expansion experience in recent years.

### **Earl Sisson – Solutions Engineer/Video Engineer/Photographer**

With 41 years' experience and the first 27 years of his career in charge of visual services department for a major aerospace company Earl is now the head of the Broadcast Rentals Solutions Team.

With 41 years' experience in corporate and broadcast video production beginning with 3/4" U-matic technology and extending through current 4K/UHD standards as pertains to ENG and EFP techniques along with a very strong background in camera technology, both still and motion and has worked with still formats such as 35mm, 2 1/4" (Hasselblad), 4"x5" and 8"x10" view cameras.

### **Steven Kraft – Solutions Engineer/Videographer**

Steve Joined Broadcast Rentals last year after spending several years as a solutions engineer and audio SME at a major national platform event company. Steve graduated the Conservatory of Recording Arts and Science with an emphasis on audio recording, editing, live sound and business. In addition to this foundation, Steve has spent several years as a videographer and director.

## Customer References

### Great Hearts Academies

Brenna Norris – Major Gifts Officer

[bnorris@greatheartsaz.org](mailto:bnorris@greatheartsaz.org)

602-438-7045

Provided multiple event services as well as planning and production support

### Mayo Clinic

Diana Nordrum – Media Services Manager

[dnordrum@mayo.edu](mailto:dnordrum@mayo.edu)

480-301-7561

Provided multiple event services as well as planning and production support

### Square AV

Vince Collins – Founder and President

[vince@squareav.com](mailto:vince@squareav.com)

682-200-1776

Provided multiple event services as well as planning and production support

### Sharp Productions

Daniel Blanco – Equipment Manager

[Daniel.blanco@sharpentertainment.com](mailto:Daniel.blanco@sharpentertainment.com)

212-784-7770

Provided onsite equipment support as well as logistics management for remote shoot

### Sun Studios Of Arizona

Chris McLennan – Dir of Public Relations and Marketing

[cmclennan@sunstudiosaz.com](mailto:cmclennan@sunstudiosaz.com)

480-565-7040

Provided event services, equipment rentals as well as planning and production support

**Broadcast Rentals and Event Services – Example Photographs RFP # 3452-9**  
(Electronic examples available upon request)





**Broadcast Rentals and Event Services – Example Photographs RFP # 3452-9**  
(Electronic examples available upon request)





**Broadcast Rentals and Event Services – Example Photographs RFP # 3452-9**  
(Electronic examples available upon request)





**MARICOPA**  
COMMUNITY COLLEGES

**ACKNOWLEDGMENT OF RECEIPT**

RFP # 3452-9

Photography and Video Services

Please provide the requested information below as acknowledgment that you have received our Request for Proposal noted above. To ensure receipt of any future addenda and to remain in our vendor database it is strongly recommended that interested Bidders complete this acknowledgment and return via Fax to MCCCCD Purchasing at (480) 731-8190 or email to [sarah.van.omen@domail.maricopa.edu](mailto:sarah.van.omen@domail.maricopa.edu) even if you do not intend to submit a proposal.

All addenda/amendments will continue to be posted on our website at <https://procurement.maricopa.edu/>

**Failure to sign and return the "Acknowledge of Receipt" will result in your company not being sent any addenda to this RFP. Addenda may significantly alter the specifications of this RFP which could result in your proposal being deemed unresponsive if this form is not returned.**

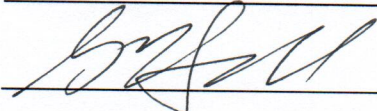
Name of Firm: BROADCAST RENTALS

Address: 2343 W. UNIVERSITY DR.  
SUITE 101  
TEMPE AZ 85281

Tel #: 480-894-1456 Fax #: 480-894-1023

E-Mail: GERRY.SMALL @ BROADCAST RENTALS . com

Name: (Print) GERRY SMALL Title: COO

Signature:  Date: 11-21-19

**PLEASE NOTE:** Failure to respond to this acknowledgement may result in your companies removal from our vendor database for this commodity.

( ) We will not be responding to this solicitation please retain us on the Proposing Firm's mailing list.





# MARICOPA

## COMMUNITY COLLEGES

### RFP 3452-9 ADDENDUM #1 & ACKNOWLEDGMENT

Description: Photography and Video Services

RFP #: 3452-9 Addendum #1

Date: December 6, 2019

The following clarifications, changes, additions or deletions for this project shall be made to the above mentioned RFP; all other conditions shall remain unchanged. The Addendum supersedes current conditions shown in the RFP document. This Addendum forms a part of the Contract Documents and modifies them as follows:

#### **CORRECTION: Scope of Work Section 3.2.5**

Section 3.2.5 is to be corrected as follows:

The videographer must utilize her or his own equipment, including backdrops, lighting, camera, sound, computer editing equipment and provide the digital masters to MCCCCD on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCCD within **seven (7)** business days of the shoot.

#### **QUESTIONS AND ANSWERS**

***No further questions will be answered.***

*Below are responses to the questions that were received regarding this RFP. If your question(s) was not specifically answered it may be because it was not pertinent to your ability to respond to the RFP; did not address what was requested in the RFP; was similar to a question previously asked; was information that only the successful proposer will need and will be provided when they start working on the project; and/or the answer is already contained in the RFP package or available on our website.*

*Please note the questions are in black, with the response following in blue. When possible wording for each question was kept in the same format as received but may have been edited to provide clarity. Questions may be placed in a different order and renumbered. Responses to questions received are as follows:*

Q1. What is the length of the contract, i.e.- Jan 1 -Dec 31, 2020 or ?? When is the expected contract selection, signing, and Start date.



- A1. A written Notice of Award with a specific contract start date will be made prior to commencement of performance. The initial contract term will end on June 30, 2021. MCCCCD may, at its discretion, exercise up to 4 one-year option renewal periods.
- Q2. What are the approximate number of events requiring video during this first contract period and do you have the dates currently scheduled?
- A2. Varies by College based on project need and budgets available
- Q3. What level of storyboarding is needed - i.e. full Hollywood color animation, or rough sketches?
- A3. Varies by college. Storyboarding can be rough sketches—detailed enough so client can understand an idea and flow of the video concept/story.
- Q4. What is meant by “Pre-roll Spot Creation”?
- A4. A pre-roll ad is a promotional video message that plays before the content the user has selected—Typicall :15 or :30 sec in length.
- Q5. Elaborate on what is meant/expected by Directing/Coaching.
- A5. If talent is involved in photography / video shoot—Directing / Coaching is instructing the subject to pose, act or speak in a particular way.
- Q6. For Audio Production, are you looking for Audio Engineer levels, for mixing and audio editing with effects, or basic audio capture?
- A6. The vendor must have the ability to capture audio and mix it with music or other effects.
- Q7. 3.2.5, Delivery times - in the RFP, it says, “five(7)”? Also, are you looking for the final edited footage/product within this time frame for ALL of the events captured, rough drafts, or just the unedited copy? What flexibility do we have for this?
- A7. The delivery time has been corrected to seven (7) business days in this Addendum. The 7 day time-frame refers to the final product AFTER all events have been captured. This timeframe is negotiable based on the complexity of the project.
- Q8. Final footage formats: Do you want delivery in one specific, i.e. .MOV or .MP4, or multiple file types? You mentioned a variety of final uses which could require different formats and the time and space requirements would radically change if multiples are needed.
- A8. Could be multiple file types. Uses could be for trade shows/presentations, social media campaigns, web site marketing, YouTube marketing.



- Q9. Clarify "log footage". Is this a tracking log for editing, utilizing timecode identification for the various clips used?
- A9. In this case, log footage refers to the format in which the footage is recorded to allow for better color correction. Log isn't Raw; it's video. However, it's a special way of capturing that maximizes the tonal range of a sensor. Shooting in log is NOT a requirement, but if Log footage is available, we would like to have access to it.
- Q10. Will there be any occasions of Out of the County projects, i.e. Tucson, Flagstaff, Los Angeles?
- A10. We basically operate within Maricopa County, with the exception of Rio National. We don't anticipate any out-of-county shoots at this point.
- Q11. Section 5.4.1 talks about "cooperatively". What does this mean specifically?
- A11. A cooperative contract would allow other entities to utilize MCCCCD's contract. Prior to award, MCCCCD will work with vendors to determine the cooperative nature of the contract.
- Q12. Are there any shooting locations that will require usage permits (re Sec. 9.10), and, if so, who is responsible for getting them?
- A12. Assuming shooting locations are on college campuses there shouldn't be any usage permits.
- Q13. Should ALL copies of the RFP be included in the sealed envelope?
- A13. Yes. All copies must be sealed.
- Q14. Elaborate on Script Creation – is this about creating a list of questions for the interviews, creating a documentary dialogue?
- A14. Could be creating interview questions or script for actor portrayal.
- Q15. Rainy conditions – if it's raining and there will be no covered area to shoot from, ie a sports event, is there an expectation/requirement to film it?
- A15. This will be determined on a case-by-case basis. For example, if we have talent scheduled for a specific day, we might consider rescheduling or changing location.
- Q16. What is the "reimbursement rate" of the school?
- A16. Costs/Fees shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

Q17. For bigger jobs/projects, are we allowed to sub-contract extra help and their added fees rolled into the invoiced costs?

A17. Yes

Q18. If revisions are needed, how many revisions before additional costs will be incurred?

A18. We usually expect three revisions to be included before additional costs are incurred.

Q19. Will all fonts, text for titles and names, logos, and graphics be provided for the final products, or are we required to create them?

A19. Both. Fonts, logos, colors and other branding requirements will be provided along with branding guidelines.

Q20. If music is required, will you provide, or will charging the licensing fee be allowed as an extra charge?

A20. Prefer photographer/agency to provide licensed music for fee, if necessary.

Q21. If delivery is on a hard drive, will it be returned? Same question re use of a thumb drive/memory stick.

A21. No, we will keep the hard/thumb drive. Please include this in your pricing.

Please fill in the requested information below as acknowledgment that you have received this addendum as noted above and include IN YOUR PROPOSAL when it is submitted.

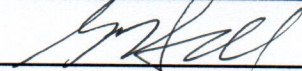
Name of Firm: BROADCAST RENTALS

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