

## Maryland Sports Video: Request for Proposal

Maryland Sports – The Sports Commission for the State of Maryland – is the go-to resource for the sports events and sport tourism industry throughout the State of Maryland.

We are looking for qualified candidates to create a new, upbeat video showcasing the best of Maryland primarily through youth and amateur sports. We want a 1:00-1:30 minute video, that can be broken down into a :30 spot and ideally three (3) separate :10 spots for social platforms, that creates excitement and attention, making others want to visit and compete in Maryland, and makes sport organizers and rights holders want to bring their best youth and amateur sporting event to Maryland because of all we have to offer. The purpose of this video is to sell Maryland primarily through youth and amateur sports.

Current promotional videos can be found on our YouTube channel, but this new video is to have a different look and feel. The video will have partial voiceover, preferably a female voice (provided by your company), while also capturing a wide array of our amenities, youth sports tournaments and facilities statewide.

We would like to receive proposals that show different price points for your company to shoot the b-roll vs. Maryland Sports providing the b-roll. We do not want stagnant photos as part of the video; we would like our video to be made up of other video snippets. There will be no interviews or testimonials included, as this will be captured unscripted and “live” during events.

**MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



## **GOALS:**

1. General awareness & exposure
2. Drive business/rights holders to want to bring their event(s) to Maryland
3. Create a genuine, engaging and positive feeling towards MD's Sports Commission
4. Intended audience: rights holders, parents of youth athletes, decision makers

## **BUCKET LIST NEEDS:**

1. Ability for candidate to generate own footage
2. Candidate to provide music
3. If possible, closed captioning capability for hearing impaired
4. Crowd cheering, athlete celebrations, facility footage, etc. through Maryland
5. Cultural/gender diversity through sports teams shown in video

## **OVERVIEW:**

**Budget:** Not to exceed \$25,000.

**Video Timeline:** We would like to launch the new video(s) January 1, 2019, although we are somewhat flexible.

## **Deliverables:**

- One (1) 1:00-1:30 minute video,
- One (1) :30 video (snippet of longer one summarized),
- Three (3) :10 snippets for social media;
- Use of candidate's music and ability to place our logo as needed through video footage. We would like these in high-res and "normal" formatting (MP4).

## **What to submit to us by July 31, 2018:**

1. Cover letter stating why you are the ideal candidate and background information
2. Proposal with timeline, storyboard and project cost

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3. Other creative/links to videos you have made prior

We will be looking for your ideas on creativity through youth sports, action plays as well as still, suspenseful moments and gender/racial equality, as well as your past projects to see if you are an ideal fit. The award will be made to the offeror who submits the most advantageous proposal to Maryland Sports/MSA, in Maryland Sports' sole and absolute discretion, based upon a combination of technical and price factors.

**Proposal Deadline:** July 31, 2018 at NOON. **Late responses will not be considered.**  
***Please inquire for related videos that have the look and feel that we'd like.***

**Please submit responses to Kelli Gerding via email:**

**[kgerding@marylandsports.us](mailto:kgerding@marylandsports.us)**

After the deadline, we will review submissions and undergo an interview process for top candidates. Interviews will be held in our offices at:

Maryland Sports  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

**Thank you!**

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