



Request For Proposal
Video Production for BoatUS Foundation
Abandoned and Derelict Vessel Program

October 16, 2023

Return via email to:

BoatUS Foundation NOAA Grant Team
Email: cleanwater@boatus.com

Expected Timeline

- 10/16/2023 RFP Issued
- 10/30/2023 Deadline to submit questions
- 11/17/2023 Bid proposals due
- 01/01/2024 Contracts awarded

Note: The schedule is subject to change by BoatUS Foundation.

The BoatUS Foundation is seeking proposals from qualified video production companies to provide comprehensive video production services in support of the Foundation's Abandoned and Derelict Vessel Program. We are seeking a dynamic and creative video production company to help us create impactful content that will raise awareness, educate, and drive behavior change around abandoned and derelict vessels.

The proposal shall be for a period of three (3) years, starting January 1, 2024. The resulting contract will be for one (1) year and may be renewed and extended thereafter twice for successive (twelve) months period, up to three (3) total contract years; based on the results of yearly vendor performance assessment.

This RFP does not in any manner whatsoever constitute a commitment or obligation on the part of BoatUS Foundation to accept any Proposal, in whole or in part, received in response to this RFP, nor does it constitute any obligation by BoatUS Foundation to acquire any goods or services.

Introduction

The BoatUS Foundation is a non-profit organization dedicated to promoting safe and clean boating. The Foundation recently received a grant from the NOAA Marine Debris Program to administer a new Abandoned and Derelict Vessel (ADV) Program which aims to address the environmental and navigational hazards posed by abandoned vessels in waterways across the United States. Through this program, the Foundation seeks to educate the public, boaters, and stakeholders about the consequences of derelict vessels and encourage their active participation in vessel removal and prevention efforts.

Project

BoatUS Foundation will administer a national competition for sub-awardees that will propose specific marine debris removal projects. The project will also create a national ADV database; document ADV prevention and removal that will be used to create a series of videos on the sub-awardee projects on ADV prevention and a documentary on ADVs; and host an in-person conference to enhance the national dialogue about boating related debris disposal. The goal of this project is to improve U.S. coastal and marine waters affected by abandoned and derelict

vessels (ADVs) by facilitating removal and prevention activities across the country.

The objectives to achieve this goal are:

- Provide a streamlined, efficient, and timely process for nonprofit organizations, regional, state, and local agencies, and other organizations to access funds for ADV removal and prevention.
- Facilitate a national conversation about boating related debris disposal challenges, such as fiberglass, derelict fishing gear, shrink wrap, and degraded plastics from trash interceptors.
- Leverage partnerships to find innovative and effective removal, disposal, and prevention strategies for ADVs.
- Quantify the prevalence of ADVs, track successful removals, and track prevention efforts.
- Demonstrate and bring awareness to the negative impacts of ADVs on coastal and marine waters and communities – especially underserved communities.

The outcomes of this project are:

- BoatUS Foundation will sub-award 20 - 75 organizations grants to remove ADVs.
- A national conference on boating related debris disposal will be held in 2025.
- A national database will be created to track ADV location and removal efforts.
- Video documentation, including a documentary video, associated project videos, and specific outreach videos, will be produced to educate and bring awareness to the environmental impacts of ADVs and other marine debris.

Target Audience

Key audience groups may include:

- Boaters
- Coastal communities
- Environmental organizations
- Government agencies
- Waterway enthusiasts
- Local businesses

Scope of Work

The selected company will be responsible for filming and editing video tailored to the objectives of the Abandoned and Derelict Vessel Program.

The deliverable of the video component of this project includes but are not limited to:

- Produce a documentary-style video highlighting the scope and impact of abandoned and derelict vessels in various waterways.
- Provide coverage of vessel removal operations and key media events throughout the project's duration (around 10-15 events over 3 years - typically 1-3 filming days per

event).

- Create a series of educational videos designed to facilitate behavior change among boaters and the general public regarding responsible vessel ownership and disposal.

The scope of work includes, but is not limited to:

- **Documentary Production:**
 - Conduct interviews and site visits to capture the stories, challenges, and consequences of abandoned vessels.
 - Develop a compelling narrative that conveys the urgency and importance of addressing this issue.
 - Produce a documentary video (approximately 30-45 minutes) with high production values, including interviews, drone footage, and captivating storytelling.
- **Coverage of Removal and Media Events:**
 - Provide video coverage of abandoned vessel removal operations, showcasing the before-and-after transformation.
 - Capture key media events, press conferences, and community engagement activities related to the project.
 - Create short video clips suitable for sharing on social media and news outlets.
- **Educational Videos:**
 - Develop a series (up to 5) of educational videos (3-5 minutes each) that explain the environmental, safety, and economic impacts of abandoned vessels.
 - Utilize animation, interviews, and visual aids to make the content engaging and easy to understand.
- **Timeline:** Work will be completed over a three year span. The total budget for the project is up to \$150,000.
- **Collaboration/Coordination:** Coordinate with PR firm and marketing company that will be hired in conjunction with this contract. (RFPs for these are available on our website at boatus.org/RFP. Interested companies can apply for more than 1 RFP.)

Proposal Submission

Interested companies are invited to submit their proposals in response to this RFP.

1. **Proposal Deadline:** The complete proposal must be submitted electronically in PDF format to the ADV Grant Team at cleanwater@boatus.com no later than November 17, 2023.
2. **Proposal Content:** Your proposal should include the following sections:
 - Executive Summary
 - Company Overview
 - Proposed Methodology
 - Budget and Pricing
 - Team Qualifications

- References and Past Work
- Additional Supporting Documentation (if applicable)

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience working with nonprofit organizations.
- Relevant experience in the environmental or marine industry.
- Experience in engaging diverse and underserved target audiences.
- Clarity and effectiveness of the proposal.
- Fiscal prudence of the proposed budget.
- Qualifications and experience of the team.
- References and past performance.

Contact Information

Bidders may submit any inquiry or request for more information and clarification regarding the RFP per the schedule outlined in the Expected Timeline. Submit any questions via email to BoatUS Foundation NOAA Grant Team at cleanwater@boatus.com.