



**GUNPOWDER  
VALLEY**  
CONSERVANCY

# Request for Proposal

## Commercial Production Services — Reservoir Awareness Campaign

|                           |                                                                                                       |
|---------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Issued by:</b>         | Gunpowder Valley Conservancy                                                                          |
| <b>Proposal due date:</b> | September 3, 2026                                                                                     |
| <b>Project budget:</b>    | Not to exceed \$30,000                                                                                |
| <b>Contact:</b>           | Lindsay Crone, Executive Director, <a href="mailto:lcrone@gunpowdervc.org">lcrone@gunpowdervc.org</a> |

## 1. Organization Background

Gunpowder Valley Conservancy (GVC) is a land preservation and watershed restoration nonprofit serving the 488-square-mile Gunpowder Watershed in Maryland. GVC works with landowners, municipalities, and community partners to protect drinking water sources, restore streams and forests, and build public understanding of the watershed's role in the region's water supply.

## 2. Project Overview

GVC is seeking a qualified video production partner to create a commercial celebrating the region's reservoirs and building community understanding of the public's role in protecting them. This commercial will anchor a broader public awareness campaign, with distribution planned across Streaming TV and Meta platforms (Facebook and Instagram).

The finished piece should be emotionally resonant and visually compelling, capable of connecting a broad regional audience to the reservoirs as a shared community resource worth protecting. GVC envisions a piece that pairs strong visual storytelling with a clear, motivating call to action.

## 3. Scope of Work

The selected vendor will be responsible for the full production process, including but not limited to:

- Creative concept development and script/storyboard, in collaboration with GVC staff
- On-location filming at reservoir and watershed sites (locations to be coordinated with GVC)
- Professional videography, direction, and production crew
- Original or licensed music, voiceover/narration as applicable, and sound design
- Post-production editing, color correction, and graphics/titling
- Delivery of final cut(s) formatted for both Streaming TV and Meta/social platforms
- Delivery of raw and/or supplemental footage for potential future GVC use

GVC staff will be available to support the vendor with subject-matter expertise, site access coordination, and review at key milestones.

## 4. Deliverables

- One primary commercial (target length to be finalized with vendor; anticipate 30–60 seconds for broadcast/streaming)
- All final video files in broadcast-ready and web-ready formats
- Raw footage archive delivered to GVC upon project completion

## 5. Budget

GVC's budget for this production is not to exceed \$30,000. Proposals should include a full cost breakdown by production phase (pre-production, production, post-production) and clearly note any in-kind contributions, discounts, or reduced rates offered to GVC as a nonprofit organization.

## 6. Timeline

| Milestone                  | Date              |
|----------------------------|-------------------|
| RFP issued                 | August 24, 2026   |
| Proposals due              | September 3, 2026 |
| Vendor selected / notified | December 2026     |
| Production begins          | January 2026      |
| Final deliverables due     | July 2026         |

## 7. Proposal Requirements

Interested vendors should submit a proposal that includes:

1. Company overview and relevant experience, including 2–3 samples of comparable work (reels, links, or files)
2. Proposed creative approach and any initial concept ideas
3. Detailed budget and cost breakdown by production phase
4. Names and roles of key personnel who would work on this project
5. At least two references from comparable nonprofit or community-focused clients

## 8. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of prior work, particularly with nonprofit, conservation, or community-focused clients
- Creative approach and ability to convey GVC's mission authentically
- Cost and value within GVC's budget
- Proposed timeline and ability to meet GVC's production and launch schedule
- Responsiveness and clarity of communication throughout the proposal process

## 9. Submission Instructions

Proposals are due no later than September 3, 2026. Please submit proposals electronically to [lcrone@gunpowdervc.org](mailto:lcrone@gunpowdervc.org) with the subject line "Commercial Production RFP." Questions may be directed to the same contact prior to the submission deadline.

GVC reserves the right to request follow-up interviews, additional work samples, or clarification from any respondent before making a final selection. GVC also reserves the right to accept or reject any and all proposals.

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Thank you for your interest in supporting the Gunpowder Valley Conservancy's mission to preserve and restore the Gunpowder Watershed.