



PA WILDS CENTER
FOR ENTREPRENEURSHIP



2022 PA Wilds Big Idea Contest Testimonial Video Request for Proposals

Summary

The PA Wilds Center is looking to contract with a juried photographer from The Wilds Cooperative of PA (WCO) program to develop three (3) 1-minute videos showcasing testimonials from the winners of the 2022 PA Wilds Big Idea Contest. The 2022 PA Wilds Big Idea took place between April and June 2022, the first in a three-year series of contests occurring in the 13-county Pennsylvania Wilds region.

RFP Issued: July 22, 2022

Responses Due: August 12, 2022

Notifications: August 22, 2022

Contract start: September 1, 2022

Draft Videos Due: October 14, 2022

Final Videos Due: October 28, 2022

Timeline: Responses to the Request for Proposal are due by close of business (COB) August 12, 2022. The selected contractor will be notified by August 22, 2022 with an expected project start date of September 1, 2022. The contractor will be responsible for scheduling interviews with 2022 PA Wilds Big Idea Contest winners and submitting draft videos for review by October 14, 2022. The final videos will be due no later than October 28, 2022.

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, lnarr@pawildscenter.org

About the PA Wilds Center

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds. Many local partners are involved in the effort to grow the region's nature and heritage tourism industry. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 12 1/2 –county landscape is known for its two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country.

The PA Wilds region has a rich oil and lumber heritage and is the birthplace of many entrepreneurial innovations. Promoting locally-made handcrafted products and tying them to the regional tourism brand and visitor experience has been a key focus of the Wilds work for 10 years. More than 400 businesses, organizations and communities currently participate in The Wilds Cooperative of PA program. Learn more about the PA Wilds here: www.pawildscenter.org. Learn more about The Wilds Cooperative of PA here: www.wildcsopa.org.



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About Ben Franklin

The largest early-stage investor in the region, Ben Franklin Technology Partners/CNP, (an initiative of the Pennsylvania Department of Community and Economic Development and funded by the Ben Franklin Technology Development Authority) provides investment capital, operational assistance, BIG IDEA contests, and TechCelerator Startup Boot Camps to emerging tech-based companies and small, existing manufacturers to create and retain jobs in Pennsylvania. Visit Ben Franklin's website at www.cnp.benfranklin.org or phone the Harrisburg office at 717-948-6339.

Project Scope

The PA Wilds Center is looking to contract with a juried photographer from The Wilds Cooperative of PA (WCO) program to develop three (3) 1-minute videos showcasing testimonials from the winners of the 2022 PA Wilds Big Idea Contest. The 2022 PA Wilds Big Idea took place between April and June 2022, the first in a three-year series of contests occurring in the 13-county Pennsylvania Wilds region.

In partnership with the PA Wilds Center for Entrepreneurship, Ben Franklin Technology Partners, an award-winning tech-based economic development program, seeks innovators with big ideas who may be eligible for potential funding and technical assistance. The contest series looks to support individuals and companies developing or crafting a product, process or innovation related to the maker economy, outdoors and recreation, forest products, manufacturing, or technology.

The 2022 contest focused on entrepreneurs located in Centre, Clarion, Clearfield, or Jefferson County, PA, but the 2023 and 2024 contests will focus on different portions of the region. During the final pitch competition of the 2022 PA Wilds Big Idea Contest on June 9, 2022, Jeffrey Billett from Billett Electric LLC (Jefferson County) and Esperanzo Wilcox from PA Mushroom Company (Clarion County) were selected as the winners, splitting the \$50,000 grand prize.

The selected videographer for this project would work with staff members from PA Wilds Center and Ben Franklin Technology Partners to craft questions to be used in interviews with Billett and Wilcox with a goal of helping the entrepreneurs share their stories and how the Big Idea Contest aided in professional development and business development for long-term success. The videos will also seek to demonstrate how the Big Idea Contests invest in small to medium sized businesses that are not necessarily technology-based but that are innovative in a broader sense.

The videos produced under this contract will be submitted to the PA Wilds Center (uploaded to a shared location via google drive) to be utilized by PA Wilds Center and Ben Franklin Technology Partners as a promotional tool for future Big Idea Contests. PA Wilds Center and Ben Franklin Technology Partners will own the copyright to the videos created during this project and will be responsible for distribution in their own marketing efforts and platforms.

The successful candidate for this contract must be a Juried Photographer with The Wilds Cooperative at the Professional Level. The candidate must have experience in videography, visual storytelling and storyboarding for authentic video, as well as excellent time and project management skills.

Additional information and resources about the 2022 PA Wilds Big Idea Contest

- <https://wildscopa.org/entrepreneurs-invited-apply-2022-pa-wilds-big-idea-contest/>
- <https://youtu.be/iLZYpolQic0> (video promoting the 3-year PA Wilds Big Idea Contest series)
- <https://youtu.be/tZpyWbRJqmg> (video testimonial featuring 2019 Big Idea Contest winners)
- <https://www.pawildscenter.org/blog/billett-electric-and-pa-mushroom-split-50000-big-idea-contest-prize/>

Equipment Requirements

Contractor must have all equipment needed to produce high quality video. Contractor must have dependable vehicle and required insurances.



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Proposal Requirements

Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB August 15, 2022 at lnarr@pawildscenter.org. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover Letter summarizing the following:
 - Your qualifications;
 - Why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
 - General description of your operation (freelancer, full time photographer, etc); and
 - Your experience within the field of videography.
- Proposed Program Overview summarizing the following:
 - How you would approach this project;
 - The equipment you would bring to bear on this project and how you intend to help participants leverage their own equipment following the event;
 - Total cost and budget breakdown (including travel to film the winners at their businesses or another designated location).
- A minimum of 10 examples of your past videography work.
- 3-5 references.

RFP & Project Timeline Details

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Thank you for your interest in responding to this RFP. We look forward to your response.