**VIDEO PRODUCTION REQUEST FOR PROPOSAL**  [Insert Your Logo]

[Your Company’s Name]

**COMPANY OVERVIEW**

[Introduce your company. Mention its mission statement and value proposition]

**Past Marketing Campaigns** (optional)

[Include previous video marketing initiatives if they can affect the proposal development]

**PROJECT OVERVIEW**

**Goals**

[What do you want to achieve with this video?]

**Target audience**

[Who will be the video directed to?]

**Selection Criteria**

[What are you looking for in a proposal?]

**Distribution Strategy**

[Where will your video appear?]

**Video Specifications**

* **Format:** [e.g.: .mp4]
* **Size:** [e.g.: 1920 x 1080]
* **Aspect Ratio:** [e.g.: Widescreen, 16:9]

**Timeline**

* [Date] Proposal Submission Deadline.
* [Date] Proposal Selection Date.
* [Date] [Other important milestones].
* [Date] Final Video Delivery Deadline.

**Project Budget**

[How much are you willing to invest in the video production?]

**Video Guidelines**

* [Type of video. E.g., explainer video]
* [Video Production Style. E.g., whiteboard animation]
* **References:** [include links to videos, still frames, or images you are inspired by]

**RFP REQUIREMENTS**

Please, provide the following information regarding your video production services.

* Company overview.
* Why the company is ideal for this particular project.
* Portfolio work in similar endeavors.
* Plan for the production process.
* Team members in charge of the video production process (specify background and capabilities).
* Outsourced tasks.
* Pricing.

**CONTACT INFORMATION**

Please, submit your proposal and any question you may have to:

* [Name]
* [Job Title]
* [Email Address]
* [Phone Number]