



# GOCO LEGENDS VIDEO PROJECT **REQUEST FOR PROPOSALS**

**August 2022**

Proposals due via email by 5 p.m., August 22, 2022.

## Project Summary

The proposed video project will result in a video 12 minutes or less and a 30-60 second trailer/teaser. We would like to make the videos bilingual (in English and Spanish) through use of captions.

Great Outdoors Colorado (GOCO) seeks the assistance of qualified video production companies to assist with end-to-end planning and production of the video, including project management and detailed timelines, storytelling strategy, video production and post-production.

## Organization Information

About Great Outdoors Colorado (GOCO)

GOCO invests a portion of Colorado Lottery proceeds in helping preserve and enhance the state's parks, trails, wildlife, rivers, and open spaces. Created by voters in 1992, GOCO has committed more than \$1.4 billion in lottery proceeds to more than 5,500 projects in all 64 Colorado counties without any tax dollar support.

GOCO is a political subdivision of the state of Colorado that operates like a public foundation, awarding grants to local governments and nonprofit land trusts and making investments through Colorado Parks and Wildlife, the state agency that manages Colorado's wildlife and state parks.

## Purpose of the Project

GOCO turns 30 years old in November. We hope to capture the origin story of our unique-in-the-nation organization and reaffirm our commitment to the constitutionally established mission: to help preserve, protect, enhance, and manage the state's wildlife, park, river, trail, and open space heritage.



At the center of the story are people we consider to be GOCO legends, forward-thinkers who recognized a need to protect our state's outdoors for all of the reasons it matters – as a quality-of-life driver, for its wildlife habitat, the source of cultural heritage and Coloradans' identity and as one of our state's most critical resources.

We're in the thick of everything the GOCO founders predicted: a state with a bigger and more diverse population; a need for increased access to the outdoors and the benefits it provides; natural resources that need to be protected for many reasons, including development pressures and climate change; and a need for public education about why and how to care for our outdoors now and into the future.

Three decades later, GOCO's mission remains and we're bringing it into a new era with values that reflect the priorities of our state and its communities: resource conservation, outdoor stewardship, community vitality, equitable access, and youth connections to the outdoors.

In Colorado, the great outdoors is a unifier that contributes to and complements so many facets of our life. We have an opportunity to celebrate the legends who saw the potential for GOCO to catalyze meaningful, collaborative work in the outdoors; to show how their vision is being realized by collaborating partners statewide; and to create hope for our state's future as emerging leaders take the baton.

## Audience

Our audience includes Colorado's general public; it's important to note that the people of Colorado have varying degrees of GOCO brand awareness but generally show broad support for conservation and recreation efforts. It also includes GOCO's statewide grantee partners and other stakeholders. The video will be shared via social media, newsletters, and other GOCO-owned channels as well as being directly pitched to the media.

## Video Subjects

GOCO staff will identify interviewees categorized as (1) newer perspectives (e.g., leadership from recent past), (2) emerging leaders (i.e., partners of ours in the outdoor space offering a vision/forward-thinking perspectives), and (3) legends (e.g., organizational founders, tenured Colorado conservationists). We estimate 10-12 interviewees in total.

Certain interviews will have to be scheduled based on the availability of people who are based out of the country/state and have tricky schedules. Shooting could span several different dates. Some legends will be present at GOCO's 30th anniversary party at the Denver Botanic Gardens on Thursday, Sept. 1 from 5:30-9. If possible, GOCO staff would be interested in arranging for an interview with one or two at the Gardens or nearby while they're available.



Tone

- Feeling of momentum/progress
- Pride balanced with humility
- Joy and hope balanced with honesty (challenges state faces)

Previously Produced GOCO Videos for Reference

- Connect/Fruita video: [https://www.youtube.com/watch?v=4KCRMkb36\\_k](https://www.youtube.com/watch?v=4KCRMkb36_k)
- Protect/Trampe Ranch video: <https://www.youtube.com/watch?v=NM78KZhloko>
- Inspire launch video: <https://www.youtube.com/watch?v=WMc0d2d2fCY>

Note: We have a significant amount of statewide landscape footage from the Inspire video for our use.

## RFP Timeline

We invite qualified vendors to participate in this RFP. Proposals must be received by the specific date(s) and in the specific format, as defined below.

Timeline	
RFP release	August 5, 2022
RFP submission deadline	August 22, 2022
Prospective partners invited to interview	August 24, 2022
Partner interviews complete	August 26, 2022
Partner selected and notified	August 29, 2022
Contract finalized, project kickoff	August 30, 2022
Video complete	TBD



## **RFP Responses**

Please, provide responses to the following questions:

### Vendor Company Overview

Provide a brief overview of your company.

### Vendor Capabilities and Relevant Experience

List the capabilities your company will bring to bear on this project. Discuss your company's experience with projects like this and provide links to your portfolio, calling out any work that is particularly relevant to this project.

### Strategy Development

Describe how you would facilitate the development of a strategy for this project. What strategic elements would you typically include, in a project of this nature and scope?

### Video Production Plan & Timeline

Please define the general process you would follow to produce the necessary video content and a rough timeline for the delivery of key elements.

### Project Management

How will you manage this project, to ensure that all activities are completed on time, on budget, and at defined quality levels? Who will serve as the project lead and what is their experience?

### Subcontracting

Please, indicate which parts of the project, if any, you will be subcontracting to other companies.



## Pricing

Based on the content and activities you are proposing for this project, please provide pricing for the work you will do.

## Submission

Please, submit your proposal, in compliance with the timeline provided above, and any questions you may have to:

Rosemary Dempsey  
Director of Communications  
[rdempsey@goco.org](mailto:rdempsey@goco.org)  
303.226.4530

Please note:

- Scope and price will be further refined with finalists.
- Final selection will be based on written proposal, interview, and cost.
- GOCO reserves the right to reject any and all submissions in its sole discretion.

**Thank you!**