



**Vermont State
University**

Request for Proposal (RFP)

Strategic Video Production Partner 26-28

ISSUED BY

Vermont State Colleges dba Vermont State University

Application Deadline

April 10th 2026, 11:00PM EST

LOCATION

VERMONT STATE UNIVERSITY CAMPUSES: CASTLETON, JOHNSON, LYNDON, RANDOLPH,
WILLISTON, KILLINGTON

Date Issued:

March 20th 2026

Proposal Due Date:

April 24th 2026, 11:00PM EST

APPLICATION INSTRUCTIONS

- Email PDF versions of all documents to Hannah.Reid@vermontstate.edu by the deadline, using the following naming convention:
- Email Subject Line: Proposal for Strategic Video Production Partner – VTSU Campuses
- Organization and Personnel Qualifications: Applicant_Name Proposal for Strategic Video Production Partner – VTSU Campuses_qualifications.pdf
- References: Applicant_Name Proposal for Strategic Video Production Partner – VTSU Campuses_reference.pdf
- Fee Proposal: Applicant_Name

VERMONT STATE COLLEGES SYSTEM OVERVIEW



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The Vermont State Colleges System (VSCS) is comprised of Vermont State University (VTSU) and Community College of Vermont (CCV). In July 2023, under the guidance of Vermont's Governor, Legislature, the Board of Trustees, and the State's Select Committee on the Future of Public Higher Education in Vermont, the VCSC successfully merged three of its small state institutions Northern Vermont University (NVU), and Vermont Technical College (VTC), Castleton University (CU) to form one, unified public university dedicated to making rich, real world learning opportunities accessible to all Vermont students, while simultaneously meeting the needs of communities, workforce, and economy.

VTSU anticipates a total investment between \$100,000 and \$300,000 over two years. The scope of deliverables will scale depending on the production approach proposed.

SUMMARY OF SERVICES REQUESTED

Vermont State University (VTSU) is seeking proposals from qualified video production partners to support the development of a two-year strategic video content initiative designed to advance enrollment marketing, brand storytelling, and program awareness.

The selected vendor will collaborate closely with the VTSU Marketing & Communications team to develop and produce a flexible library of video assets supporting digital campaigns, social media distribution, and web storytelling.

The proposal must address:

- Increasing awareness of key academic programs
- Supporting digital enrollment campaigns
- Strengthening the VTSU brand narrative
- Creating reusable video assets for multi-channel marketing
- Producing content optimized for modern digital platforms

Scope of Services

- Creative development and concepting
- Production planning and scheduling
- Multi-location filming across Vermont



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- Editing, motion graphics, and finishing
- Creation of campaign ads and social cutdowns
- Delivery of adaptable content for multiple platforms

Equipment Requirements

Delivery and Deployment

- Planning Phase: May–June 2026
- Production Cycles: Summer 2026 – Fall 2027
- Campaign Deployment: Fall 2026 – Spring 2028
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Documentation & Support

- Include operating manuals, instruction handbooks, etc.

Proposal Requirements & Vendor Information

- Legal name, address, and contact information
- Brief history of the company, including experience in video production
- List of current clients and references (minimum of three)

STAFFING PLAN

Description of personnel responsible for fulfillment, delivery, and support

Overview of training, certification, and customer support protocols

OPERATIONAL PLAN

- Delivery schedule by campus
- Optional training and onboarding plan
- Contingency planning for equipment delays or service interruptions

COST PROPOSAL



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- Detailed pricing per unit, and for optional services
- Include any applicable administrative fees, travel, training, or maintenance costs

THE SUCCESSFUL PROPOSAL WILL:

- Demonstrate experience in providing
- Clearly explain the full cost structure
- Include warranty details and support availability

BIDDER REQUIREMENTS

- Bidders must have at least five years of successful experience in providing similar video production services to higher education institutions or comparable settings
- Bidders must be licensed in their state(s) of operation and comply with all applicable federal, state, and local laws
- Bidders must disclose any relevant conflicts of interest or pending litigation

QUALIFICATIONS

Firms must have a minimum of five (5) years demonstrated experience in providing video production services in higher education or similar settings

All submissions are due no later than **April 24th 2026**

Proposals will be reviewed by an evaluation committee consisting of Vermont State Colleges System staff and consultants. This committee will be the sole judge of the contract that best meets the universities' needs, interests, and budget. The contract will be awarded to the chosen partner by May 14, 2026.

The committee reserves the right to reject all proposals, waive any informalities and technicalities, solicit and re-advertise for new proposals, or to abandon the project in its entirety.



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PLEASE PROVIDE THE FOLLOWING

- **Organization and Personnel Qualifications:** Provide a statement of qualifications and capability to perform the services sought by this RFP, including:
 - Detailed plan and timeline for fulfilling the needs of the RFP
 - General qualifications and experience for any personnel assigned to the account
 - Number of days from award to full service availability
- **References:** Provide three to five client references for similar services
 - Description including scope and complexity of past assignments
 - Outcome of engagement and achievement of goals
 - Company name, contact name, phone number, and email address
- **Fee Proposal:** Provide a fee proposal based on a per-unit basis, by location, including optional services
- **Redacted Copy:** Provide a redacted version of the proposal, omitting proprietary or trade secret information

EVALUATION

- Creative quality and storytelling
- Experience with higher education or mission-driven brands
- Ability to produce integrated campaign video assets (hero + cutdowns + social versions) from a single production cycle
- Collaborative approach with internal teams
- Budget value and scalability

Evaluation Matrix

Criteria	Weight	Description
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Creative storytelling	30%	Quality of narrative and visual execution
Higher-ed / mission experience	20%	Experience with universities or nonprofits
Integrated campaign production	20%	Ability to produce hero + social content from one shoot
Collaborative working style	15%	Ability to partner with internal teams
Budget value	15%	Cost effectiveness and scalability

Criteria include:

- Relevant experience and qualifications
- Quality of proposed equipment and service plan
- Cost effectiveness and transparency
- References and performance history

SUBMISSION GUIDELINES

- Proposals will be reviewed by an evaluation committee consisting of Vermont State Colleges System staff. The committee will serve as the sole judge of the contract that best meets the colleges' needs, interests, and budget.
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PLEASE DIRECT QUESTIONS TO:

Hannah Reid

Vice President of Communications, Alumni and External Affairs

Hannah.Reid@vermontstate.edu

802-369-8637

GENERAL CONDITIONS

1. This RFP does not commit the Vermont State Colleges System to award a contract.
2. This RFP and the process it describes are proprietary to the VSCS and are for the sole and exclusive benefit of the corporation. No other party, including any Applicant, is granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the VSCS and may be subject to public disclosure as described in the Confidentiality section, below
3. Submission of a proposal indicates acceptance by the Applicant of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Vermont State Colleges System and the chosen Bidder selected
4. Responses shall be binding upon the chosen Bidder and irrevocable for up to 60 days following the close of applications
5. From the release date of this request for proposal until award of the contract, no contact with Vermont State Colleges System personnel or board members related to this solicitation is permitted. Direct all communications to the designated contact on the first page of this request.
6. Any contract awarded will be governed by the laws of the State of Vermont and adjudicated in the exclusive jurisdiction of the courts of the State of Vermont.
7. The Vermont State Colleges System reserves the right to:
 1. Request clarification and additional information from any Bidder during the evaluation process
 2. Negotiate with the chosen Bidder to include further services not identified in this RFP



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3. Re-advertise with either an identical or a revised scope of work or cancel requirements in their entirety
4. Issue subsequent RFPs based on refinement of concepts proposed in response to this request
5. Conduct investigations of the qualifications of the Applicant as deemed appropriate
6. Request the Applicant modify the submitted proposal to more fully meet the needs of the Vermont State Colleges System

CONFIDENTIALITY

The Vermont State Colleges System complies with the Vermont Public Records Act, 1 VSA § 315 et seq., which requires public agencies to allow any person to inspect or copy any public record upon request. Accordingly, applicants for this RFP are hereby advised that any communications, data or other information received by the Vermont State Colleges System during the RFP process, it can be subject to a public records request. However, certain public records are exempt from public inspection and copying, as set forth in 1 VSA § 317(c), including, for example, those portions of a record which meet the statutory definition of a trade secret. Accordingly, Applicant should submit a second copy of their proposal, from which any portion of the proposal that the Applicant reasonably believes to be exempt from disclosure under the Public Records Act has been redacted. By submitting a proposal, you indicate that you understand your sole responsibility to provide a redacted version of any confidential materials and the potential applicability of Vermont's Public Records Act to your proposal. If you do not submit a redacted record, you understand that Vermont State Colleges System may provide a copy of your proposal in response to a public records request, without notice to you.

SUBMISSION REQUIREMENTS

PLEASE FORMAT PROPOSALS TO STANDARD 8.5" X 11" PAPER SIZE AND ADHERE TO THE FOLLOWING FORMAT:

SECTION 1: Company Information



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- Name, address, phone, email fax and website URL Federal ID number
- Contact person for the purpose of your proposal
- Date of incorporation/how long in business
- Identify the licensing State of employees and the count for each State

SECTION 2: Company Narrative

- Provide a 1- to 4-page narrative describing your experience, your philosophy/approach, and how that philosophy/approach relates to the project outlined in this RFP.

SECTION 3: Personnel

- Provide a list of key personnel who will work on this project along with an overview of their professional background/experience and the role they would play in this project.

SECTION 4: Scope of Work, Timeline & Pricing

- Describe the scope of work as you see it and how you will approach the project.
- Provide an estimated time schedule and costs associated with all phases and deliverable.
- Note any additional parameters affecting the cost of this project, including travel, optional services and contingencies.
- Provide a list of options and costs beyond the parameters of this project, if you see fit.

SECTION 5: References

- Provide three to five references (including at least two higher education clients).

6. Preferred Partner Capabilities

- Experience producing mission-driven or higher education brand storytelling
- Regional production expertise within Vermont or New England
- Ability to scale production from social content to full campaigns
- Access to a network of directors, editors, and motion artists



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- Collaborative working style with internal marketing teams