

Request for Proposals

Langlade County Economic Development Corporation

Videography Services –Spring/Summer, Fall & Winter Seasonal Tourism Campaign (Langlade County, WI)

1. Background

Langlade County Economic Development Corporation (LCEDC) seeks proposals from qualified videographers to produce high-quality tourism marketing video assets showcasing outdoor recreation, lodging, dining, and community experiences across Antigo and Langlade County.

2. Project Goal

Create compelling short-form and promotional video content to increase visitation and overnight stays during all the seasons, optimized for digital marketing across website and social platforms.

3. Anticipated Deliverables

- **2 seasonal hero promo** (Summer and Winter) in the **45–90 second** range for website landing pages and YouTube
- **12 short form vertical 15-second videos** (4 videos per Summer, Fall, & Winter) for Facebook, Instagram Reels, and Shorts
- **A reusable b-roll library** for future use

Minimum deliverable standards:

- Provide exports in **9:16** (vertical) and **16:9** (horizontal) as applicable
- Deliver **MP4 (H.264)** files optimized for web/social; 1080p minimum (4K capture preferred)
- Provide **caption files (SRT)** for each final video (and/or burned-in captions if requested)

4. Scope of Work

Pre-Production

- Collaborate with LCEDC to confirm concepts, shot list, schedule, and locations
- Coordinate with featured businesses/partners as needed

Production

- On-location filming in Langlade County, including outdoor spring/summer, fall, and winter settings
- Drone footage is encouraged

Post-Production

- Edit and deliver the final videos with engaging pacing appropriate for digital audiences
- Include **properly licensed music** suitable for both organic and paid digital use
- Integrate LCEDC-provided brand elements (logos, URL, taglines, QR codes) as requested
- Provide organized raw footage and/or selects (naming conventions and folder structure required)

5. Rights, Licensing, and Releases

Proposals must state the rights granted to LCEDC, including use for **organic and paid advertising** across web, social, email, partner channels, and presentations. Vendor must also specify:

- music licensing approach and coverage for paid digital ads
- responsibility for **talent releases** and location permissions (or clearly state what LCEDC must provide)

6. Timeline

- Proposals due: April 10, 2026
- Estimated project start: May 15, 2026
- Final delivery deadline: May 15, 2027

Vendors should propose a timeline including filming windows and edit/review milestones. Include a weather contingency plan appropriate for winter/spring.

7. Budget

Vendors should provide itemized pricing and may include package options (e.g., base package + add-ons).

8. Proposal Requirements

Proposals should include:

- Company/individual name and primary contact
- Relevant portfolio (tourism/outdoor/lifestyle preferred)
- Proposed approach and seasonal filming plan
- Itemized budget (pre-production, filming days, editing, travel, drone, licensing)
- Assumptions and exclusions
- Estimated timeline
- At least 2 references for similar work

9. Submission Instructions

Submit proposals by email or in person to:

Keri Beck, Assistant Director
Langlade County Economic Development Corporation
312 Forrest Avenue, Antigo, WI 54409
715-623-2085 | kbeck@co.langlade.wi.us

Email subject line: “RFP – Seasonal Tourism Videography – [Vendor Name]”