Video and Digital Production

Request for Proposal

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The CELL
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Section 1: About the CELL

Company Background:
Since 2008, the Counterterrorism Education Learning Lab (CELL), a non-profit, non-partisan institute in Denver, CO, has provided a comprehensive look at the threats of terrorism and violent extremism and how individuals can play a role in helping to keep our communities safe. Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL's initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

The CELL is expanding its educational program, the Community Awareness Identity-Based Violence Program (CAIVP), to continue building awareness for the prevention of identity-based violence (IBV) within Colorado communities and strengthening communication and collaboration between Colorado citizens and state and local public safety officials. The CAIVP will consist of two complementary components: (1) a speaker series that engages expert speakers in the field of national security that will be delivered to thousands of students and individuals across the state, and (2) an associated interactive multimedia education program to reach a broad cross-section of Coloradans both onsite at the CELL Exhibit and virtually across the state.

Ideal Customer:
Given the CELL's network throughout Colorado, the target audience for the CAIVP is the public constituency across the State of Colorado, who will be able to access the program through the proposed virtual docent and the enhanced online platform.

Locally, the CELL will leverage existing relationships with city and county governments throughout Colorado as well as public safety and health agencies and school administrators within those jurisdictions, and community organizations to target new, broader audiences to receive the CAIVP training. While it may be deployed to sector-specific audiences, the CAIVP content is largely designed for those ages 14 and up with limited background knowledge regarding the content.

Current Technology Stack:
- Website CMS platform: WordPress
- CRM platform: Salesforce
- Email marketing platform: Constant Contact
- Video hosting platform: Vimeo

List of Similar Organizations:
The CELL does not have direct competitors, but there are similar organizations both in the Colorado and across the U.S.

Name	Web Address	Similarity
American Red Cross	https://www.redcross.org/	Nonprofit with similar educational goals (preparedness)
Anti-Defamation League	https://www.adl.org/	Nonprofit with similar educational goals (anti-hate)
Aspen Institute	https://www.aspeninstitute.org/	National security events hosted in Colorado
International Spy Museum	https://www.spymuseum.org/	Museum with similar subject matter (national and global security)
U.S. Holocaust Memorial Museum	https://www.ushmm.org/	Museum with similar subject matter (mass atrocities)

Section 2: Project Objectives

Objective Summary:
Below, find a summary of the objectives for the request for proposal.

- Current Challenge:
  The CELL was awarded Colorado's Preventing Identity-Base Violence (PIBV) Grant to expand its educational program, the Community Awareness Identity-Based Violence Program (CAIVP). This program builds awareness for the prevention of identity-based violence (IBV) within Colorado communities. This expanded program consists of two complementary components: (1) an expert speaker event series open to the public and (2) an associated interactive multimedia educational program and curriculum to provide supplemental content to visitors at the exhibit as well as Coloradans across the state.

  This project is supported by grant #26PIBV-CELL, issued by the Colorado Division of Homeland Security and Emergency Management.

- Agency Services to Support Objective
  The objectives of this project are:
  1. Ability to assist in video coordination in advance of filming. Ability to provide all on-the-ground directing and videography and audio needs for the recording of three subject matter expert interviews.
  2. Ability to provide all editing and post-production work for all subject matter expert interviews.

3. Development of all graphic design elements for educational curriculum and public service announcements (PSA) associated with this project.

Scope of Work:

Requirement	Detail
Recording, editing, and post-production of subject matter expert interviews	Agency, in tandem with the CELL, will be responsible for all recording of three subject matter experts as well as the editing and packaging of the recordings during post-production.
On-the-ground directing and video coordination	Agency must be able to participate and help support video coordination in advance of filming and provide on-the ground directing during filming as well as a videographer and any other on-the-ground filming needs.
Support in development of associated training materials and PSA	The CELL will work with agency to record and develop the CAIVP curriculum content to include training video series, associated digital material, and PSA development.

Project Schedule:
Below is the schedule of our current timelines. It is subject to change.

Project Milestones	Deadline
RFP Delivered to Agency	October 9, 2026
RFP Close Date (RFP due no later than 4 PM MDT)	October 16, 2026
Agency Evaluation Period	October 19 - 22, 2026
Project Awarded	October 23, 2026
Principal Photography	November 16 - 18, 2026
Videos Post-Production	November 2026 - January 2027
Delivery of Final Videos	January 2027 - February 2027
Digital Training Materials and PSA Development	December 2026 - June 2027

Section 3: Criteria for Response

Evaluation Criteria:
All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line items below.

- Experience working with non-profit organizations and/or museums
- Experience with subject matter or material relevant to the CAIVP
- Well-regarded in the fields of video and digital production
- Experience with DHS SAFETY Act certified video content and curriculum
- Proven experience in the development of digital training materials

Presentation Proposal Requirements:
With the goal of helping you focus your presentation; we ask that your proposal is no more than 5-7 single-spaced pages written in 12-point font. The following items must be addressed in your proposal:

Agency Information
- Corporate Overview
    - Including the number of full-time employees, number of contract employees, office location(s), and date founded
- Primary markets served
- Number of customers served
- Services you offer as an agency
- Services that you currently sub-contract
- Awards won over the past 3 years

Proposed Solution
- Detailed explanation of the proposed solution
    - Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Summary of recent projects and how they relate to this RFP

References
- List of at least three client references from recent projects
    - Including client name, phone number, and email address

Project Team and Management
- Experience and qualifications of team members who would be directly involved in this project
- Assessment of the team's current workload and ability to devote necessary time and attention to this project
- Explain approach to project management

- Explain account management and client communication process

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full project
    - Costs should cover design and creation, research, production and execution, and post-launch maintenance
- Payment terms and conditions
    - The CELL prefers to pay by deliverable rather than on a schedule
- All proposals must include a project workback schedule that includes:
    - Timelines
    - Key milestones
    - Delivery dates
- The CELL estimates the budget for this project to range between $40,000 and 50,000.

Section 4: Terms and Conditions

This is an invitation for proposal only.

The CELL shall not be obligated to any vendor until a written agreement has been executed.

The CELL shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The CELL may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not the CELL has issued any addenda.