

## Request for Proposals: MarketLink Promotional Video Project

### **About MarketLink**

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MarketLink is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) that assists farmers and markets with accepting the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) and electronic payments. Founded in 2013 in partnership with the United States Department of Agriculture, MarketLink has helped more than 3,000 farmers and markets accept electronic payments - including more than \$20m in SNAP sales. For more information please review our website at [www.marketlink.org](http://www.marketlink.org).

### **Project Summary**

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We are seeking the production of three short (30 seconds to 5 minutes) marketing videos highlighting various elements of the MarketLink program. These videos will be used for general marketing purposes including social media, website, and interactive presentations. The deadline for this project is winter of 2020/21.

### **Project Scope**

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The organization or candidate must have proven experience filming and producing marketing videos and will film, edit and produce the videos independent of MarketLink staff. MarketLink staff may travel to coordinate and oversee production if feasible and appropriate. The selected organization or contractor will work with MarketLink staff to develop the concept for each of the videos. The ideal proposal will include the planning, filming and production of the videos.

Travel to various sites to collect footage will be agreed up and approved prior to its occurrence, and will be compensated per federal reimbursement rates. The organization or contractor selected must have all video equipment and software needed to complete the project; no funding for equipment or software is available.

### **How to Apply**

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Please email the following information to [info@marketlink.org](mailto:info@marketlink.org):

- Proposal for project execution from planning to delivery of final videos
- Description of relevant experience
- 2-3 samples of previous work
- Estimated budget and resources required for the project