

VIDEO PRODUCTION REQUEST FOR PROPOSAL



Temiskaming Native Women's Support Group (operating name: Keepers of the Circle)

ORGANIZATION OVERVIEW

Keepers of the Circle is an Indigenous hub operated by the Temiskaming Native Women's Support Group, a non-profit organization mandated to support the social, economic, and cultural equity of Indigenous women. We operate two Indigenous hubs in the traditional Robinson-Huron Treaty territory: Kirkland Lake and New Liskeard. Our hubs are multigenerational centres with a training centre, health clinic, daycare, and community gathering space where cultural and family support programming is delivered. With Keepers of the Circle's holistic approach to community and economic development for Indigenous communities, we provide multiple services to members including skills and training development, childcare, and family support services (including housing stability referrals, social assistance support, and healthcare referrals).

Training and Skills Development

Keepers of the Circle's main economic development program is the Culture, Confidence, and Competence program, a culturally rooted pre-employment training program that builds on the personal and professional development of Indigenous members. Keepers of the Circle takes a holistic approach to development and provides wrap-around support to all members throughout training such as childcare, technology equipment (laptop, internet boosters, headset), transportation, and accommodations. We are focused on supporting Indigenous community members to obtain meaningful employment in the sector of their choice by providing opportunities for work placement, direct employment, further education, apprenticeships, and sector-specific training (in-house and co-delivered with partners or external referral to partner training). Over the past few years, Keepers of the Circle has been expanding to support Indigenous members to enter emerging trades and apprenticeships, with a particular focus on the new green economy.

PROJECT OVERVIEW

Goals

The goal of this video series is to increase awareness and education of different career pathways and opportunities for Indigenous women and Two Spirit individuals within apprenticeships and the skilled trades. We want to inspire, promote, and encourage Indigenous women and Two Spirit individuals nationally to enter apprenticeships and become certified journeypersons.

Target audience

Indigenous Women and Two Spirit Individuals

- Youth (16-29 years old) and Adult (30-54 years old)

Parents

- Indigenous parents with high school or college-aged kids

Employers

- Small to medium sized companies, with a particular focus on Northern-based companies, in the skilled trades sector who are interested in increasing representation, recruitment, and reconciliation

Skills and Education-focused Organizations

- Organizations that provide skills training, education, or career counselling to marginalized populations

Selection Criteria

Evaluation factors and maximum points will be as follows:

Criteria	Maximum Score
Technical Skills and Equipment	20
Creative Style	20
Relevant Project Experience and Portfolio	30
Timelines	15
Pricing Options	15
TOTAL	100

In alignment with our values and goals to invest in contractors and vendors that showcase our commitment to supporting Indigenous women, Keepers of the Circle will seek to prioritize proposals that showcase:

- Ownership or representation of Indigenous Peoples within the team
- Ownership or representation of women within the team
- Northern-based organizations

The selected candidate may also be required to partake in national travel for filming.

Distribution Strategy

- **Presentations:** shared during in person and online meetings, presentations, conferences, or events
- **Website:** posted on Keepers of the Circle’s website to promote and provide resources around the skilled trades for visitors
- **Social Media and Promotional Media:** posted on different social media platforms and other promotional media outlets
- **Training and Curriculum:** used within internal and external trainings to increase understanding and awareness of Indigenous women and Two Spirited individuals within the skilled trades

Video Specifications

- **Format:** .mp4

- **Size:** 1920 x 1080 pixels
- **Aspect Ratio:** 16:9
- **Frames Rate:** 24fps

Timeline

Proposal Submission Deadline	February 7, 2025
Proposal Selection Date	February 24, 2025
First Video Delivery	June 30, 2025
First 10 Videos Delivery	December 30, 2025
Final Video Delivery	December 30, 2026

Project Budget

We have a maximum budget of \$150,000 (including HST) to complete this video series and campaign.

Video Guidelines

This project is focused on increasing awareness of careers in the skilled trades for Indigenous women and Two Spirit individuals. This short video series will feature Indigenous women and Two Spirit individuals in the skilled trades to role model success and encourage greater participation in the sector. Keepers of the Circle is looking for a videographer and/or creative team to help with the creation of the following:

Testimonial Videos:

- *“Our Journey”*: 10 short videos (2-3 minutes) showcasing the individual stories and journeys of 10 Indigenous women or Two Spirit individuals who are either a certified journey person or pursuing an apprenticeship

Education Videos:

- *“Our Shared Experience”*: 10 short videos (2-3 minutes) showcasing Indigenous women or Two Spirit apprentices answering common questions and concerns about pursuing and succeeding in the trades
- *“Chats by the Water with Auntie”*: 10 short videos (2-3 minutes) showcasing a new entrant or someone interested in pursuing the trades asking questions to an established Indigenous woman or Two Spirit journey person/apprentice in the skilled trades.

Total: 30 videos (Note: there will be overlap between video participants featured across each creative).

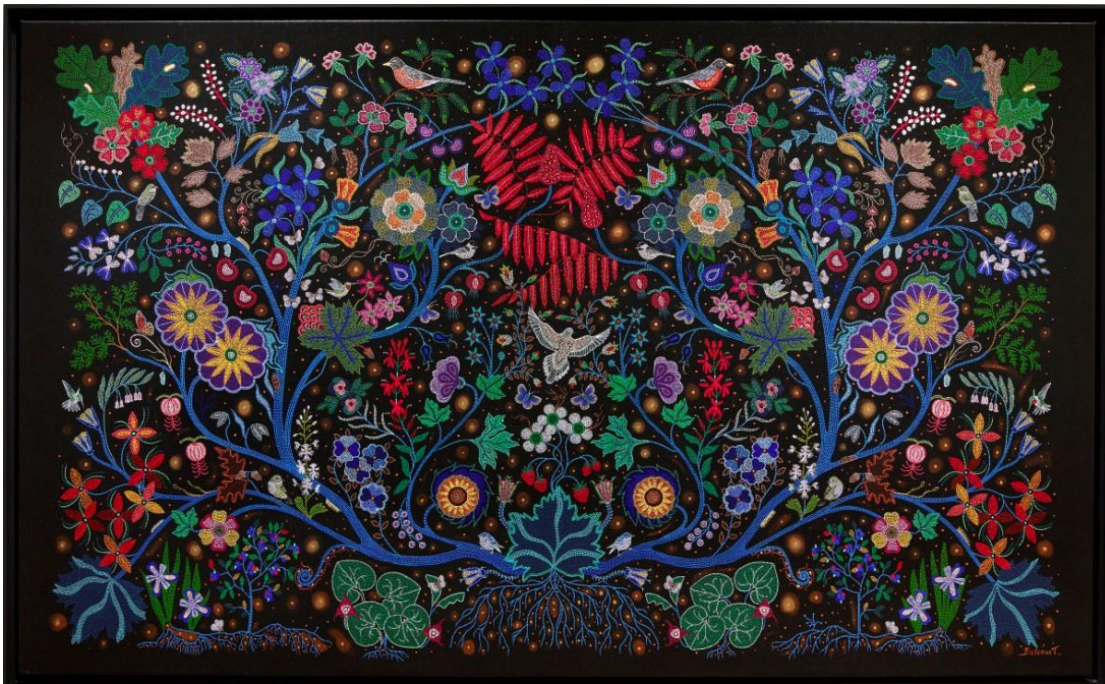
Preferred Video Production Style:

- Live-Action Video Style
- Interview-style

Creative References:

- https://www.youtube.com/watch?v=cLC_nQrAnjA&ab_channel=OntarioBuildingandConstructionTradeswomen

- <https://www.youtube.com/watch?v=5dEOuwQ2-GU>





REQUIREMENTS

Please, provide the following information regarding your video production services.

- Company overview
- Why the company is ideal for this project (e.g. values, experience)
- Portfolio work in similar endeavors
- Plan for the production process
- Team members in charge of the video production process (specify background and capabilities)
- Outsourced tasks
- Pricing (please provide quotes per video and per person)
- **We strongly encourage individuals and organizations who identify as Indigenous/Indigenous-owned, women/women-owned, and northern-based to highlight this in their proposal.**

CONTACT INFORMATION

Please, submit your proposal and any questions you may have to:

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