

REQUEST FOR PROPOSAL (RFP)**Videography/Story capture for trades and demonstrations at the Pioneer Village at the Indiana State Fair****Issue Date:** July 18, 2025**Proposal Due Date:** July 11, 2025 August 1, 2025**Project Completion Date:** Videography – August 2025, Editing and final project – Spring 2026

1. Introduction

The Purdue Ag Alumni Association (501c3) is seeking proposals from qualified videographers to capture multiple artisan demonstrations and historical narratives on display at the Pioneer Village Farm and Home Show during the 2025 Indiana State Fair. Contractor will work with Purdue Ag Alumni and State Fair staff to organize an efficient schedule over a few days between August 1 – 17, 2025 to record and collect footage. Additional collection of interviews and historical narratives can be collected later if not ideal recording conditions exist or more time is needed. Review and editing of material due in Spring 2026.

2. Project Background

The Purdue Ag Alumni Association (501c3) maintains a diverse and sizable collection of antique farm implements, machinery, and tools, which are used to produce the State Fair Pioneer Village Farm and Home Show. Volunteer interpreters and artisans are a large part of the magic of the Village, and we are hoping to capture their skills on video to preserve the artistic process, use clips in marketing and promotions, and perhaps utilize it in the new Pioneer Village building with updated exhibits and interactive elements.

3. Scope of Work

The selected contractor will be responsible for the following:

3.1 Capture footage (Phase 1)

- Work with State Fair staff and Ag Alumni in July to put together a schedule for when to capture the video during the 2025 Indiana State Fair.
- Document/record footage during a few days at the State Fair (sometime between August 1 -17).

3.2 Editing and Packaging (Phase 2)

- Edit video into segments by artisan/craft.
 - Produce four 30 second – one minute clips for promotion on social media as an introduction/overview of Pioneer Village.
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4. Deliverables

- Estimated 15-20 digital segments of demonstrations/artisan crafts
 - Produce four 30 second – one minute clips for promotion on social media as an introduction/overview of Pioneer Village.
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5. Project Timeline

- Contract Award: Early August 2025
 - Project Kickoff (Phase 1): Early August 2025
 - Capture Video (Phase 1): August 1-17, 2025
 - Final Deliverables (Phase 2) Due: March 1, 2026
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6. Proposal Requirements

Please include the following in your proposal:

- Company/consultant profile and relevant experience.
 - Project team and bios (if applicable).
 - Methodology and work plan.
 - Timeline and milestones.
 - Budget and fee structure.
 - References from similar projects (if applicable)
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7. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
 - Understanding of the project and proposed methodology
 - Quality and creativity of interpretive approach
 - Timeline feasibility
 - Cost-effectiveness
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8. Submission Instructions

Please send your proposal by August 1, 2025 to:

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Purdue Ag Alumni Association

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