



**Annapolis Royal**

— *Nova Scotia* —

# Request for Proposal for Promotional Video

March 2024

## Opportunity

This Request for Quotation is for contract services design and the making of a video to promote the Town of Annapolis to healthcare professionals to relocate to the Town with the option of working in their field in the local area.

## Proposal Requirements

The Town has received funding to develop a video that will showcase everything that we have to offer from the largest concentration of heritage buildings per capita in Canada, to a theatre and arts centre, award winning gardens, a strong downtown core of businesses, good recreational facilities with several trail systems in the area, and the list goes on. The Town realizes that municipal units are being expected to play a greater role in attracting and supporting healthcare professionals to our area and this video project is the first step in our process. The contractor would be asked to work with the local Annapolis Royal Health Foundation, the ACHC Ladies Auxiliary, Council, Health Care Task Team, and local healthcare workers to get their input on what makes our Town a great place to work, live and play in Annapolis Royal. The video must be a minimum of 10 minutes in length including some testimonials from the groups mentioned above.

Please include the following in your proposal response:

- ✓ Recent examples of videos produced
- ✓ References from 3 recent clients
- ✓ Your standard terms and conditions for a contract
- ✓ Proposed cost of the video

## Response Process, Terms and Conditions

Parties responding to this Request for Proposals (RFP) should submit a detailed proposal that outlines an action plan, including timeline, and a contract price.

The Town of Annapolis Royal will review and give consideration to proposals in relation to each other and reserves the right to negotiate specific terms and conditions of an agreement based on the submissions. The final decision will be made based on what Council deems is in the best interest of the Town.

The Town reserves the right, at its sole discretion, to extend the date for this RFP; to request clarification or further information from any party who submits an RFP and to negotiate with any party with whom the Town believes it can finalize an agreement.

The Town may reject any or all submissions with or without discussion; may terminate and resume negotiations with any party, may collapse this selection process entirely or undertake an entirely different selection process.

This RFP does not constitute or imply a contractual or other legal obligation between the Town and any party who may submit to or otherwise respond to this RFP.

All documents submitted to the Town in connection with this selection process become the property of the Town and will not be returned. If any person regards all or any portion of an RFP or other submission as confidential, this should be clearly specified.

Deadline for submissions is Thursday, March 28, 2024 at 4pm.

Responses should be submitted by mail, fax or email to:

Sandi Millett-Campbell, CAO  
Attention: Healthcare Recruitment Video  
Town of Annapolis Royal  
P.O. Box 310, 285 St. George Street  
Nova Scotia, B0S 1A0  
Fax: (902) 532-7443  
[cao@annapolisroyal.com](mailto:cao@annapolisroyal.com)