

Request for Proposal
for

Row Nova Scotia
Promotional Video



Deadline for submission January 31, 2019

Email to pthompson@sportnovascotia.ca &
judithkays@eastlink.ca

Introduction

Row Nova Scotia is a non-profit organization that works to grow, promote and develop the sport of rowing within the province. Running off a long-standing legacy of achievement, Row Nova Scotia is constantly striving for excellence and the pursuit of speed from its rowers. The organization takes pride in the development of its clubs, athletes, coaches, umpires and volunteers. Row Nova Scotia works closely with its five member clubs to promote rowing excellence at all levels of the sport.

Row Nova Scotia is an active Provincial Rowing Association (PRA) with Rowing Canada Aviron (RCA) the national governing body of rowing in Canada. Row Nova Scotia an active member and Provincial Sport Organization (PSO) affiliated with Sport Nova Scotia.

Currently Row Nova Scotia has five member clubs: Halifax Rowing Club, North Star Rowing Club, Mic Mac Rowing Club, Antigonish Rowing Club, and the Lunenburg Yacht Club Rowing. Within these five clubs, Row Nova Scotia has approximately 600 active members and counting.

University Rowing is active in Nova Scotia, with the St. FX Rowing Club and the Dalhousie Rowing Club providing programs through the Antigonish and Halifax Rowing Clubs.

What Is Rowing?

Rowing is a lifetime sport. Rowing can be a recreational sport focusing on technique, exercise and well being or competitive sport where athletes compete to achieve levels of high performance. Unlike many sports, rowing's venue is the beautiful tranquillity of nature on the water and can be practised individually or in crews of two, four, or eight.

Rowing is incredible full body workout that uses nearly every muscle in the body. However, rowing is an extremely technical sport that forces rowers to strive for perfect synchronization in the boat, clean catches of the oar blade as it drops into the water and powerful strokes to propel the boat across the water.

Promotional Video

Row Nova Scotia is looking to recruit more members in all geographical areas of the province, as well as in all programming areas, including junior, recreational, competitive, masters, para-rowing, coastal, indoor and university rowing. In recent years, Nova Scotia rowers have seen great success and we would like to showcase this in short videos that can be shown in a number of ways to various audiences.

This Request for Proposals will provide the details required for a Row Nova Scotia Promotional Video. The goal is to have this project completed by June 2019.

Details

Finished Product – 1 X 15, 30, and 60 second videos (total = 3 videos)

Format – Recommended video dimensions is 1280 x 720 for Landscape and Portrait. Minimum width is 600 pixels. Landscape aspect ratio is 16:9. Portrait aspect ratio is 9:16. Mobile renders both video types to aspect ratio 2:3. Max file size is 4GB. Recommended video formats are .MP4 and .MOV.

Audience – Nova Scotians on social media / news media

Requirements – Videos must include all geographic and program areas.

Budget – \$2,000 (includes labour, equipment and final delivery; excluding travel)

RFP Requirements

- a) 1-2 page written proposal with concept
- b) 2-3 portfolio sample videos
- c) 2-3 references
- d) Budget outline

Considered an asset:

- a) Access to drone video equipment
- b) Some knowledge of the sport of rowing

Submission Details

This document outlines the minimum requirements Row Nova Scotia requires to enter into a contract for a promotional video. The RFP must be submitted to Row NS by email: pthompson@sportnovascotia.ca & judithkays@eastlink.ca by 12 pm on January 31, 2019.

If you have any questions regarding the request for proposal please contact Row Nova Scotia at pthompson@sportnovascotia.ca & judithkays@eastlink.ca.