



## Request for Proposal for Digital Video Production

Project: WFTDA 2011 Tournament Broadcast

Women's Flat Track Derby Association

Release Date: February 15, 2011

### PROJECT OVERVIEW

The WFTDA is accepting bids from video production and broadcasting companies to cover the WFTDA 2011 "Big Five" Tournaments: five three-day weekends of women's flat-track roller derby in September, October, and November, 2011.

Eastern Region Playoffs (Baltimore, MD)	Sept 16-18	17 Bouts
Western Region Playoffs (Portland, OR)	Sept 23-25	17 Bouts
South Central Region Playoffs (Kansas City, MO)	Sept 30-Oct 2	17 Bouts
North Central Region Playoffs (Indianapolis IN)	Oct 7-9	17 Bouts
Championships (Denver, CO)	Nov 11-13	12 Bouts

The successful candidate(s) will be prepared to provide WFTDA-branded, high quality video production and live online broadcast, according to standards and criteria determined by the WFTDA.

The WFTDA is a not-for-profit association comprised of almost 200 leagues, and has been hosting playoff and championship tournaments since 2006. In prior years, tournament host leagues each negotiated and contracted independent production and online broadcast. In 2011, the WFTDA is consolidating broadcast negotiations to standardize quality and relationships.

### CONCEPT

Production quality, consistency and accessibility to fans are the primary concerns for WFTDA tournament media. WFTDA requires clear video, filmed and produced with an advanced understanding of roller derby video production.

WFTDA's rapidly growing fan base requires a bulletproof internet broadcast; live-streaming, global, complete coverage of all tournament play; and archiving of all games. The result will be a *WFTDA-branded broadcast and video product*, which clearly reflects the mission and vision of WFTDA-style flat-track roller derby.

The organization's investment in this project centers on ensuring quality video broadcast for our fans and athletes. Bids must contain developed revenue models. Successful bids will cover the costs of production/broadcast via pay-per-view/subscriptions, advertising/sponsorship, marketing information, DVD sales, etc.

In order to keep the candidate pool as inclusive as possible, the WFTDA is entertaining a few possibilities:

- Proposals for video production for one or more of the 2011 tournaments
- Proposals for broadcast only, for all five tournaments
- Proposals for both video production and broadcast for all five tournaments

## SCOPE

The bidder(s) selected will be responsible for pre-production technical advice and collaboration with other contractors; providing all necessary equipment, setting up the equipment and technology for the best possible sound and video; lighting and recording; and editing and assembling the final output.

### 1) Concept and Development Meetings

The contractor will meet as needed in person or by phone or email to assist with the development of the programming, including format and potential, and schedule for production.

### 2) Filming/Broadcasting

The videographer will be responsible for set up of sound and lighting and cameras for the live filming of the production. The broadcaster will be responsible for set up of all technological aspects relating to the online broadcasting of the production.

### 3) Editing

The contractor will provide live editing and complete any other digital manipulation of the material necessary for project completion.

### 4) Post mortem meeting

The contractor will supply viewership statistics, financial report, and other detailed recap information at scheduled post-production meeting.

### 5) Footage Archive

The contractor will provide the WFTDA with access to or DVD copies of all individual camera footage and live edit footage, identified by game number and date. The footage should be formatted in such a way as to allow the WFTDA to easily translate the materials to other digital formats.

### 6) Media Rights

The contractor assigns all present and future rights to the materials produced during the project to the WFTDA and may not reproduce or reuse the materials for any purpose without the written permission of the WFTDA. Shared usage right may be negotiated.

## PROPOSAL REQUIREMENTS

\*Qualified candidates will have experience with sports video, preferably with roller derby, similar to that sought via this RFP.

1. Summarize your company's background, resources and relevant experience
  - a. Introduce principals and key project personnel
  - b. Provide samples, links and references from past projects, preferably of a similar size and scope
  - c. Provide current representative client list
2. Provide Production/Broadcast plan, including:
  - a. Summary of Production/Broadcast intentions
  - b. Staffing plans: number and type of staff, and any third party or subcontractors
  - c. Equipment, facility and technical requirements
  - d. Technical expectations of the venue/WFTDA
  - e. Other production considerations: on air talent; scoreboard logistics; other potential of production or broadcast.
3. Outline project budget: all expenses of production/broadcast; income streams; final cost/benefit to bidder and WFTDA.

## HOW TO SUBMIT

Send questions and complete proposals to:

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**All proposals must be received by March 1, 2011**

