



# BID SPECS

SUBJECT: Discover the Palm Beaches / Video & Photo

Quote DATE: 09/06/23

---

The Zimmerman Agency is producing a series of spots and print ads for Discover The Palm Beaches and requests that you submit a quote per the following. Please do not reach out directly to the client for any reason—The Zimmerman Agency is managing the project and is your main contact.

Please note this quote request is not a guarantee of work. If you'd prefer to not submit a quote, just let us know. And if you have any questions, please send them to [ebarrow@zimmerman.com](mailto:ebarrow@zimmerman.com) (Emily Barrow)

Please send your quote no later than **Thursday 09/14/23**.

## **Destination / Content Summary:**

We will be capturing a range of destination beauty with a high fashion bent in 8 locations in and around Palm Beach. We will capture both video and photo assets. A different team will be chosen to produce the photography, but video and photography will need to work together seamlessly and become partners with each other and the agency and client.

We will be shooting footage that aligns with the Pillars of: Arts & Culture, Sports, Spas & Wellness, and Nature/Sustainability.

Talent will be required for most shots. The agency will handle casting and talent payment.

## **Deliverables:**

- 1 x 30s Omnibus spot & 5 x 15s targeted spots
- 8-10 Fashion/Lifestyle images and 5 print ads (agency to handle retouching and comping)
- All footage shot during the course of the project to be turned over to the agency electronically upon completion.
- All video should be assumed will be used at 16 x 9, 1:1 and 9 x 16. Video will also need to be 4:3 action safe. No sound is needed.

Goal is a higher production value with mobility and flexibility on-set. Nimble equipment setup and minimal crew where possible. But still will probably need things like a

motorhome for talent to dress and stage HMU & Styling. Overall, a small production footprint that allows us to move seamlessly from location to location.

### **Pre-Pro / Working Together:**

The Zimmerman Agency will own and manage the project, with you on board as a production partner. The Zimmerman Agency is the content lead, building the story with you as the video expert who knows how to tell the story in that medium. You will be expected to advise on the story, how to shoot it, etc., and provide a shot list. Someone from your team should be on pre-pro calls with the Zimmerman Agency and DTPB as needed. Prior to the shoot, a full prepro very likely in person will be required with all project team members represented.

### **Shoot Logistics:**

- Timeframe: TBD but anticipating between November 2023-January 2024
- Scout Days: Location scouting will be required prior to the shoot with photos and recommendations provided to the agency.
- Shoot Days: 4-5 Shoot Days
- Locations: 8 locations assuming 3 locations per day.
- Equipment: 4K or higher and all needed mounts/rigs to include movement and enhance storytelling; static shots used only as warranted.
- Talent: Agency will procure talent, but please plan on 1-4 paid talent per day and perhaps a few friends/family for background; do not include talent costs in your quote
- Crew: Please provide the crew you're suggesting for this, outlining which roles you'll provide and which we'll need to provide. If possible, please provide AICP bid form with the top sheet and breakout. Please understand a Creative Director and possibly 2 more representatives from the Zimmerman Agency will be on set as well as the clients.
  - a. Our minimum suggestion is DP/Cam Op, AC/B-Cam (if possible, for b-roll), Grip/PA
  - b. We do have budget constraints, so where it makes sense, please combine roles.

### **Post:**

Your team is to perform all editing needs to provide final deliverables as stipulated above. This includes graphics, VO talent & record and audio mixing, and color correction.

This includes 2 rounds of revisions for the agency and 2 rounds for DTPB, with the goal of having the first proof to the agency within two weeks of the conclusion of the shoot. Staggered proofing – meaning a few proofs at a time vs. all deliverables – can be considered. Rounds start once the first proof is received, with “first proof” defined as an edit delivering on the agreed-upon content strategy, quality, and video length.

**Rights:**

The Zimmerman Agency and DTPB requires full transferable rights for Discover The Palm Beaches -- the right and ability to use all visual assets (including B-roll) generated through this production. These rights include but are not limited to the ability of the Zimmerman Agency to grant an unlimited right to Discover The Palm Beaches to use the video and photo content for any and all purposes in perpetuity. In general, we are asking for a full buyout in perpetuity and that all video assets be work for hire and therefore, owned by Zimmerman / DTPB.

If there are any issues with full, transferable rights or providing B-roll as part of the final deliverables, please let the Zimmerman Agency know during the quoting process.

**Quote:**

In your quote, please itemize costs so we can see the costs for each crew member, pre-pro, post, editing per deliverable group, etc. If providing an AICP bid please include all pages and not just the top sheet. Please include day rates so that we can build the correct budgets based on our currently flexible number of shoot days.

Please note, submitting production companies that are local must ensure all crew must be local to Palm Beach County. No hotels or travel costs are expected for those team members.

Please also note your weather contingency rate and any guidelines you have with postponing or date changes.