



RFP-CMIP21201906

Amendment No. 1: To the Tender Documents

Video Production

Amendment Date: November 6, 2019

To all Proponents:

The Purpose of this Amendment is to address the following questions:

1. Are U.S. companies are invited to bid?

Yes.

2. Do you have past videos and/or animations you've produced (or have had contracted) that you can share? Is there a link of previous CMI video work we can access/ review?

Recent English and French examples can be found on the Museum's YouTube Channel accessible from any page of our website pier21.ca (EN) | quai21.ca (FR). While we do not have any animated videos, the most relevant ones in our library include:

- Refuge Canada Temporary Exhibition (30/15)
- Scotiabank family History Centre (2 lengths)
- and an introduction to our Oral History Program.

3. Are remote (teleconference/video conference) meetings acceptable?

Yes, conference call meetings are acceptable however we strongly encourage that our kick off meeting be in person in order to experience the Museum first hand.

4. Would we provide both English and French captions?

We require versions that work in both official languages. The Museum will provide translation services.

5. Will this only be disseminated online, or are there broadcasting requirements?

It should be delivered in a format suitable for broadcast and digital.

6. Do you expect filming in the Canadian Museum of Immigration (i.e. interviews, b-roll), or is that up to us?

Depends on your proposed treatment.

7. Can we provide more than 3 video samples?

You will not receive additional points nor will you be penalized for including more than 3 samples. We do encourage you to be selective and provide the most relevant samples of your work.

8. If we provide more than 3 video samples, do only 3 need to have references?

Yes, we will not review more than 3 references should your submission make it to that stage in the evaluation.

9. Are there any other documents/forms to include alongside our proposal besides 5.1, 5.2, and 5.7?

No.

10. Can you please provide some insight as to what will qualify a bidder for maximum points for each of the evaluation criteria? For example, under the Budget criterium, does a lower price guarantee higher points or is it more a matter of perceived value for money?

We have provided budget parameters, so the emphasis is not on the lowest bid, but perceived value for the budget requested.

11. When you state that CMI will provide assistance sourcing suitable archival and contemporary photos and video of newcomers, does this mean that these materials will be made available at no cost to the producer?

We would not charge for access to our unrestricted collections, but it should also not be assumed that we have everything you might require available and/or unrestricted. So if you are planning to rely on specific content it is reasonable to plan to allocate a budget for other sources such as LAC, CBC, Getty etc.

12. Can we shoot new footage/interviews or does RFP require we use only the CMI's archival footage?

This will be dependent on the proposed treatment but no, the RFP does not require that the videos use only CMI's archival footage or any archival footage at all.

13. Can we shoot new photography or are we required to use only the CMI's archival imagery?

This will be dependent on the proposed treatment but no, the RFP does not require that only archival images from CMI's library be used. We are opened to using images from other sources such as LAC, CBC, Getty etc. As well as animation.

14. How will the videos be used (e.g. web only, broadcast, campaigns, other)?

The videos will be used mostly as part of our current national and local awareness campaigns which will include broadcast and digital.

15. Will the video be part of new awareness program/rebrand the CMI is developing? If yes, can you provide information on this effort?

The videos will be rolled into current awareness efforts including national and local broadcast and/or digital campaigns, used at events, on social media, etc.

16. Is there a CMI brand guide you can send?

Yes, we have a brand guidelines document we will make available to the successful proponent.

17. Should there be a focus on immigration specific to Pier 21?

No, the focus of this video should be on our Canadian Immigration Story, not specific to the Pier 21 era.

18. Are French subtitles sufficient or will audio also need to be recorded in French?

This will depend on the proposed treatment. Should audio be recommended, then yes audio in French will need to be recorded over and above subtitles to meet our accessibility standards.

19. What format should the videos be shot in (e.g. HD, 4K, etc.)?

We look towards the videographer to make this recommendation based on the above usage intent note.

20. Do you need to have all three formats (16:9, 9:16 and 2:3) for each deliverable?

We will require the videos in formats and ratio that suit both broadcast and YouTube.

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