



Marketlink Promotional Videos RFP - 2022

About MarketLink

MarketLink (ML) is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) that assists farmers and markets with accepting the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) and electronic payments. Founded in 2013 in partnership with the United States Department of Agriculture, MarketLink has helped more than 3,000 farmers and markets accept electronic payments - including more than \$69m in SNAP sales. For more information, please review our website at www.marketlink.org.

Project Summary

We are seeking the production of five short (30 seconds to 5 minutes) promotional videos highlighting various elements of the ML program.

- Video #1 will be roughly 5 mins and will include
 - Explanation of the relationship between ML, NAFMNP, and partners.
 - Footage of customers using the Totilpay POS system to accept SNAP payments.
 - Interview of farmers on their experience accepting SNAP/EBT through the MarketLink program
 - Interview of the farmer market manager
- Video #2-5 will be cuts from the first video to be used for social media and other presentations.



Project Scope

The organization or candidate must have proven experience filming and producing marketing videos and will film, edit and produce the videos independent of MarketLink staff. Familiarity with filming farms and farmers' markets is not required but a plus. MarketLink staff may travel to coordinate and oversee production if feasible and appropriate. The selected organization or contractor will work with MarketLink staff to develop the concept for each of the videos. The ideal proposal will include the planning, filming, and production of the videos.

Travel to various sites to collect footage will be agreed up and approved prior to its occurrence and will be compensated per federal reimbursement rates. The organization or contractor selected must have all video equipment and software needed to complete the project; no funding for equipment or software is available.

How to Apply

Please email the following information to uyen.huynh@marketlink.org with email subject - Marketlink Promotional Videos RFP:

- Proposal for project execution from planning to delivery of final videos
- Description of relevant experience
- 2-3 samples of previous work
- Estimated budget and resources required for the project
 - Please include in the budget for 1 day of shooting within 500 miles of the production company's location.

The deadline to submit a proposal has been extended to March 31st, 2022.