

REQUEST FOR PROPOSALS (RFP #2026-02PS)

Recruitment Video Production Services

Richlands Police Department

Town of Richlands, Virginia

I. INTRODUCTION

The Town of Richlands, on behalf of the Richlands Police Department, is soliciting proposals pursuant to the Virginia Public Procurement Act for professional video production services to create a high-quality recruitment video.

II. PURPOSE

The purpose of this RFP is to produce a professional recruitment video that:

Attracts qualified law enforcement candidates

Highlights department culture, professionalism, and community engagement

Showcases equipment, training, and community policing philosophy

Enhances digital recruitment efforts

III. SCOPE OF SERVICES

The selected Offeror shall provide:

A. Pre-Production

Creative concept development

Scriptwriting assistance

Storyboarding

Scheduling and logistics coordination

B. Production

On-site filming in Richlands, Virginia

Interviews with department leadership and officers

B-roll footage of patrol operations, training, community engagement

Drone footage (if properly licensed)

C. Post-Production

Professional editing

Graphics and branding integration

Music licensing

Closed captioning

Final video length: approximately 3–5 minutes

Short-form social media cut (30–60 seconds)

D. Deliverables

High-resolution master file

Social media formatted versions

Full usage rights granted to the Town

IV. QUALIFICATIONS

Offerors must demonstrate:

Experience producing recruitment or public safety videos

Knowledge of law enforcement branding and messaging

Portfolio of similar work

Proper FAA licensing for drone operation (if applicable)

Insurance coverage including general liability

V. PROPOSAL REQUIREMENTS

Proposals shall include:

Production approach and creative concept

Timeline (anticipated completion within 120 days of award)

Itemized cost proposal

Portfolio samples

References

Proof of insurance

VI. EVALUATION CRITERIA

Creative Vision & Approach (30%)

Relevant Experience (25%)

Production Quality (20%)

Cost (15%)

Timeline & Project Management (10%)

The Town may conduct interviews and request revised proposals.

VII. CONTRACT TERMS

The contract shall be awarded to the Offeror deemed most advantageous to the Town.

Payment terms shall be negotiated upon award.

The Town retains all intellectual property rights to the final product.

Deadline to apply is Monday, March 23, 2026 at 2:30 pm and all proposals should be submitted to Ron Holt, Chief of Police, Town of Richlands, VA 24641 at rholt@richlands-va.gov