**Request for Proposals**

**Animated Video Production**

To create digital video(s) for OCASI’s Accessibility Initiative (AI)

**Deadline for Receipt of Submissions: January 28th, 2022**

***OCASI invites qualified individuals/organizations to submit a proposal for a contract to produce 2 short videos to serve as promotional and informative tools for the Accessibility Initiative***

**Organization Profile**

The Ontario Council of Agencies Serving Immigrants - OCASI is a registered charity governed by a volunteer board of directors. OCASI was formed in 1978 to act as a collective voice for immigrant-serving agencies and to coordinate responses to shared needs and concerns. Its membership comprises more than 220 community-based organizations in the province of Ontario.

**Program Overview**

The Accessibility Initiative (AI) is a national, bilingual project that aims to enhance the knowledge and skills of the im/migrant and refugee serving sector so that they are better equipped to serve newcomers with in/visible disabilities and Deaf newcomers, using an anti-racist, anti-oppressive and critical disability studies lens. A range of online professional development activities, tools, and resources are available to assist organizations serving im/migrants and refugees in creating accessible and inclusive spaces. Also addressed is the need for agencies to comply with national and regional laws and legislation related to accessibility, while providing effective settlement services to im/migrants and refugees with in/visible disabilities.

**Animated Video Production Overview**

The purpose of this RFP is to solicit proposals for the production of two animated videos (1 in French, 1 in English; 2-4 minutes each) showcasing the AI project and what it aims to accomplish in the im/migrant and refugee serving sector, nationally. While the video animation illustrations will be created by the animation team, OCASI will provide script, voiceovers, and story guidelines, while working closely with the animator to ensure clear and concise messaging and appropriate artwork and animation to communicate concepts, data, and narrative. OCASI will work with the animation provider to identify the most effective animation and creative direction to achieve the video’s objectives.

**Video Concept:**

**1. Promotional Video (in English & French)**

o What is the Accessibility Initiative?

o What does the project do?

o Overview of the components of the project

o How can you connect?

Both videos must include an outro animation, where; connect with us online, website URL, and social media information is outlined.

The contractor will:

* Create 2 animated videos, in both official languages (1 English, 1 French); at 2-4 minutes each, in a format appropriate for YouTube and other social media platforms
* Observe and/or exceed WCAG 2.0 AA multimedia requirements in the production of videos (e.g. captions, etc.)

**Timeline**

* Submissions Due - January 28th, 2022
* Agreement Signed – January 31st, 2022
* Work Completion – March 31st, 2022

**Budget**

Please submit your proposal with a detailed budget outlining project expenditures (including HST)

**Selection Criteria**

* Experience in video and animation production
* Experience meeting and/or exceeding WCAG 2.0 guidelines in the development of multimedia content
* Project management skills, as evidenced through successful, on-time/ on-budget completion of comparable projects
* Applicants history and track record managing assignments of a similar size and scope
* Consistency between proposed work-plan, timeframe, and budget

**Proposal**

The proposal should include a résumé that outlines relevant qualifications, skill set and professional experience(s). In addition, the proposal should include, but not limited to, the following:

* Overview of the applicant’s understanding of the scope and requirements of the project
* A work plan that takes into account the deliverables and implementation timelines
* A brief description of how the applicant plans to work with the OCASI staff
* Examples of prior work similar to this type of project
* 2 References related to comparable projects

We thank all applications, however, only shortlisted individuals/organizations/companies will be contacted.

**Please submit your applications by January 28th, 2022, at 5 PM EST**

**OCASI Hiring Committee – AI RFP**

* E-mail: [access@ocasi.org](mailto:access@ocasi.org)
* Please put the following in the subject line: ​***AI Animated Video Production RFP***
* Please direct all questions to the email address listed above, no later than January 25th, 2022