

# Editor Request for Proposal

2019 RoboNation Competitions

[www.robonation.org](http://www.robonation.org)



## 2019 SeaPerch Challenge

June 1-2, 2019 | University of Maryland, College Park, MD



## 2019 RoboBoat Competition

June 17-23, 2019 | Reed Canal Park, South Daytona, FL



## 2019 RoboSub Competition

July 29 – August 4, 2019 | TRANSDEC, San Diego, CA

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Events Organized by:



## 1. Purpose of the Request for Proposal (RFP)

The purpose of this RFP is to provide RoboNation (formerly AUVSI Foundation) with the information to effectively compare vendors who can assist with creating six (6) video products for three (3) of RoboNation's programs.

## 2. RoboNation Information

### 2.1. About RoboNation

- Mission: RoboNation is a nonprofit organization whose mission is to provide a pathway of hands-on educational experiences that empower students to find innovative solutions to global challenges.
- Vision: We envision a world where technology unites people to learn, share and create.

### 2.2. About SeaPerch Challenge

- The SeaPerch Challenge is a RoboNation robotics competition. Teams of elementary, middle and high school students from all around the world gather to compete with their SeaPerch Remotely Operated Vehicle (ROV). Through this competition, teams will compete in the obstacle course and mission challenge, built to incorporate a Rescue and Recovery Mission, inspired by the Thai Cave Rescue in 2018. When teams are not participating in the pool competition, they will be presenting on their engineering design, attempting Citizen Science challenges and working on their vehicle in the Team Pit Area. With just under 200 teams, it's sure to be fun-packed weekend!
- The 2019 SeaPerch Challenge will be taking place June 1-2 in College Park, Maryland.
  - [www.seaperch.org](http://www.seaperch.org)
- Coverage from 2018 SeaPerch Challenge
  - [Video Coverage](#)
  - [Photo Coverage](#)

### 2.3. About RoboBoat

- RoboBoat is a RoboNation robotics competition where student teams design and build Autonomous Surface Vehicles (ASV) and compete in an international competition. RoboBoat competitions unite an enhanced community of innovators, with results capable of making substantive contributions to the maritime field.
- The 2019 RoboBoat Competition will be taking place June 17-23 in South Daytona, Florida.
  - [www.roboboat.org](http://www.roboboat.org)
- Coverage from 2018 RoboBoat
  - [Video Coverage](#)
  - [Photo Coverage](#)

### 2.4. About RoboSub

- RoboBoat is one of RoboNation's robotics competition where student teams design and build Autonomous Underwater Vehicles (AUV) and compete in an international competition. The fundamental goal of the RoboSub competition is for an AUV to demonstrate its autonomy by completing underwater tasks, with a new theme each year.
- The 2019 RoboSub Competition will be taking place July 23 – August 4 in San Diego, California.
  - [www.robosub.org](http://www.robosub.org)
- Coverage from 2018 RoboBoat
  - [Video Coverage](#)
  - [Photo Coverage](#)

### 3. Submission Packages

#### 3.1. The SeaPerch Challenge Package

- RoboNation to provide b-roll and interviews taken at the 2019 event capturing the following:
  - Students / Teams
  - Industry
  - Educators
  - Community
  - Staff/Organizers

##### 3.1.1. Event Recap

Create one (1), 2-3 minute long video product, post-event after the 2019 SeaPerch Challenge.

- Recap of 2019 SeaPerch Challenge. Summary of teams, big break throughs, challenges, highlight signature sponsor (Raytheon), highlight community support and winners.
- Include emphasis on:
  - Community collaborating on STEM education.
  - How schools are using these projects to inspire students to pursue a career in STEM. What are these projects? How does this prepare students to be empowered to make a difference? Now and in the future? Prepare for careers?
- Target audience 1: Future participating schools/clubs. Focus on inspiring, collaborative, innovative environment.
- Target audience 2: Future supporters such as corporate sponsors interested in investing and mentors interested in supporting.

Schedule for Event Recap submissions:

**Date**

RoboNation shares b-roll and interviews (on-site)	Wednesday, June 5, 2019
Draft submitted	Wednesday, June 12, 2019
Final video submitted	Wednesday, June 19, 2019

##### 3.1.2. Event Promo

Create one (1) commercial-length promotional video to promote the 2020 SeaPerch Challenge. To be shared online at the start of the 2020 competition season to encourage team participation, support and offsite viewers to follow on social media.

- High energy visual and audio.
- Use primarily on social media.
- B-roll/interviews from previous years. (RoboNation to provide previous years' footage.)
- Call-out for viewers to follow us on social media and #SeaPerch.
- Similar excitement feel to 2018 RobotX promo:  
<https://www.youtube.com/watch?v=PDEP1483BN8>

Schedule for Event Promo video submission:

**Date**

RoboNation provides b-roll from past event	Wednesday, June 5, 2019
RoboNation provides dates, theme, details	July
Draft submitted	Friday, July 19, 2019
Final video submitted	Friday, July 26, 2019

### 3.2. RoboBoat Package

- RoboNation to provide b-roll and interviews taken at the 2019 event capturing the following:
  - Students / Teams
  - Industry
  - Educators
  - Community
  - Staff/Organizers

#### 3.2.1. Event Recap

Create one (1), 2-3 minute long video product, post-event after the 2019 RoboBoat Competition.

- Recap of 2019 RoboBoat Competition. Summary of teams, big break throughs and challenges, consistent performers, highlight technology innovations and winners.
- Include emphasis on:
  - Global community collaborating on innovative robotic technology.
  - How schools are using this type of technology to solve real-world challenges. What are these projects? How does this prepare students to make a difference with these other projects and prepare for careers. Types of skills, experiences learned by participating in the program. Why RoboNation (instead of, or in addition to something else)?
- Target audience 1: Future participating universities. Focus on university administrations, science advisors, professors.
- Target audience 2: Future supporters such as corporate sponsors interested in recruiting talent and/or have their product used to create the competition vehicles.

Schedule for Event Recap submissions:

**Date**

RoboNation shares b-roll and interviews (on-site)	Wednesday, June 26, 2019
Draft submitted	Wednesday, July 3, 2019
Final video submitted	Wednesday, July 10, 2019

#### 3.2.2. Event Promo

Create one (1) commercial-length promotional video to promote the 2019 RoboBoat Competition. To be shared online at the start of the 2020 competition season to encourage team participation, support and offsite viewers to follow on social media.

- High energy visual and audio.
- Use primarily on social media.
- B-roll/interviews from previous years. (RoboNation to provide previous years' footage.)
- Call-out for viewers to follow us on social media and #RoboBoat.
- Similar excitement feel to 2018 RobotX promo:  
<https://www.youtube.com/watch?v=PDEP1483BN8>

Schedule for Event Promo video submission:

**Date**

RoboNation provides b-roll from past event	Wednesday, June 26, 2019
Draft submitted	Monday, August 28, 2019
Final video submitted	Wednesday, September 4, 2019

### 3.3. RoboSub Package

- RoboNation to provide b-roll and interviews taken at the 2019 event capturing the following:
  - Students / Teams
  - Industry
  - Educators
  - Community
  - Staff/Organizers

#### 3.3.1. Event Recap

Create one (1), 2-3 minute long video product, post-event after the 2019 RoboSub Competition.

- Recap of 2019 RoboSub Competition. Summary of teams, big break throughs and challenges, consistent performers, highlight technology innovations and winners.
- Include emphasis on:
  - Global community collaborating on innovative robotic technology.
  - How schools are using this type of technology to solve real-world challenges. What are these projects? How does this prepare students to make a difference with these other projects and prepare for careers. Types of skills, experiences learned by participating in the program. Why RoboNation (instead of, or in addition to something else)?
- Target audience 1: Future participating universities. Focus on university administrations, science advisors, professors.
- Target audience 2: Future supporters such as corporate sponsors interested in recruiting talent and/or have their product used to create the competition vehicles.

Schedule for Event Recap submissions:

**Date**

RoboNation shares b-roll and interviews (on-site)	Wednesday, August 7, 2019
Draft submitted	Wednesday, August 14, 2019
Final video submitted	Wednesday, August 21, 2019

#### 3.3.2. Event Promo

Create one (1) commercial-length promotional video to promote the 2019 RoboSub Competition. To be shared online at the start of the 2020 competition season to encourage team participation, support and offsite viewers to follow on social media.

- High energy visual and audio.
- Use primarily on social media.
- B-roll/interviews from previous years. (RoboNation to provide previous years' footage.)
- Call-out for viewers to follow us on social media and #RoboSub.
- Similar excitement feel to 2018 RobotX promo:  
<https://www.youtube.com/watch?v=PDEP1483BN8>

Schedule for Event Promo video submission:

**Date**

RoboNation provides b-roll from past event	Wednesday, August 7, 2019
Draft submitted	Monday, August 28, 2019
Final video submitted	Wednesday, September 4, 2019

## 4. Provisions to Deliver Video Packages (provided by RoboNation)

The following are requirements that will need to be provided to properly meet the expectations of the Production of Video Packages.

- Provide b-roll and interviews from 2019 event and previous events.
- Provide branding guidelines and logos/design files.
- Prompt feedback/approval of drafts.

## 5. Requirements

### 5.1. RFP Schedule

The following is the schedule for proposals:

**Date**

Release of RFP	Wednesday, May 15, 2019
Proposal Due Date	Wednesday, May 22, 2019
Selection notice	Friday, May 24, 2019

### 5.2. Questions Concerning the RFP

Any questions or inquiries on the RFP must be in writing (emails accepted) and must be received prior to midnight (EST) on Wednesday, May 22, 2019. They may be directed to Julianna Smith at [jsmith@robonation.org](mailto:jsmith@robonation.org). Any material questions that are received will be responded to in writing with copies provided to all of the potential RFP respondents.

### 5.3. Confidentiality

All information presented in this RFP, including any information that is subsequently disclosed by the RoboNation during the proposal process, should be considered strictly confidential. Proposal contents will be held strictly confidential by RoboNation.

### 5.4. Miscellaneous

This RFP does not convey a commitment to award a contract or to purchase services. RoboNation reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason. RoboNation will not be liable under any circumstances for any expenses incurred by any bidder in connection with the selection process.

## 6. Proposals

### 6.1. Submission

Proposals must be received by no later than the close of the business day (EST) on Wednesday, May 22, 2019. They should be submitted to Julianna Smith at the following address. Email submissions must be received by no later than midnight, Wednesday, May 22, 2019. Hardcopy submissions must be received at the physical address below no later than close of business on Wednesday, May 22, 2019. (all times in Eastern Time zone)

**Submit proposals to:**

Julianna Smith  
Outreach Specialist  
RoboNation  
2700 S. Quincy Street, Suite 400  
Arlington, VA 22206  
Email address: [jsmith@robonation.org](mailto:jsmith@robonation.org)

## 6.2. Specifications

- **Goal.** This is a request for a proposal to assist with production of six (6) video products covering the three of the 2019 RoboNation competitions.
- **Timetable.** In your proposal, indicate the steps necessary to complete the project and include anticipated time necessary to complete each step.
- **Price.** Price quote should clearly itemize costs contained within quote and what vendor features are at an additional cost (e.g., on-site training, etc.).

## 6.3. Background Information

Please include in your proposal the following background information regarding your organization and the staff who would work on this project. [See Attachments One and Two for additional considerations.]

- a) Company name and address.
- b) Organization chart.
- c) Description of company's experience with previous similar work implementing video production at an event and provide examples or your previous work.
- d) Identify primary contact person, project leader and other staff to be involved in the project. Indicate the anticipated role and responsibilities of each staff person on the project and their prior experience on similar projects.
- e) Provide three recent references for which your organization has implemented video production covering an event.

## 6.4. Evaluation:

Proposals will be evaluated by RoboNation and its selection committee. Any proposal may be rejected if it is late, conditional, incomplete or deviates from the specifications in the RFP. RoboNation reserves the right to request additional information or discussion or presentation in support of the written proposal.

## 7. Terms and Conditions

### a) Confidentiality

*Vendor shall at all times keep confidential and secret and shall not disclose to any other person, other than a person authorized by RoboNation in writing, all information and other matters acquired by Vendor in connection with the Agreement that are proprietary and confidential, including, but not limited to, information relating to RoboNation's finances, budgets, members, customers, program development plans, and all information system user names, passwords and other logon information that may be provided to Vendor. Both during and after the term of the Agreement, Vendor agrees not to disclose or disseminate such information to any third party (unless contemplated by the Agreement), and not to use such information for Vendor's own benefit, or for the benefit of any third party, without the prior written consent of RoboNation. All such proprietary and confidential information used or generated during the course of Vendor's engagement by RoboNation is the property of RoboNation. The foregoing obligations shall not apply to (a) information which, at the time of disclosure, was in public domain; (b) information which Vendor or its affiliates can establish by reasonable proof was in its possession at the time of its disclosure by RoboNation or was subsequently and independently developed by employees of Vendor or its affiliates who had no knowledge of the information; or (c) information acquired to be disclosed under compulsion of law. The provisions of this paragraph will survive any termination of this Agreement.*

### b) Information Access

*The following RoboNation staff leading the proposal review includes, but is not limited to: Marketing and Development Director, Outreach Specialist, Operations and Finance Director.*

### c) Contract Duration

*Information provided by the Vendor must remain valid for 3 months from time of submission or through project completion, whichever is longer.*

### d) Bid Evaluation and Negotiation

*RoboNation staff will review proposals submitted and evaluate based on the respondent's ability to meet the requirements as outlined above. Vendors are encouraged to ask questions and modify proposals before the submission deadline.*

### e) Formal Presentation

*Vendors may be invited to an interview before a final selection is made. If you are selected, please be prepared to answer questions regarding the details of your proposal. Additionally, vendors may provide a 5-10 minute formal presentation. Vendor must provide video conferencing/screenshare information 24 hours in advance.*

### f) Acceptance or Rejection

*RoboNation will notify Vendors by COB, Friday, May 24, 2019 via email if their proposal has been accepted or declined.*

### g) Contract Provisions

*RoboNation will provide a contract to the selected Vendor which will include scope of work, requirements, services and cost as agreed upon by both RoboNation and the selected Vendor. The vendor will review and contact RoboNation with questions or modification requests.*



**Attachment One:**

**Questions regarding the costs (in USD currency) of products and services:**

1. What are the estimated cost for each of the video packages and additional A/V? Please provide detailed budgets.
2. What (if any) additional provisions do you need from RoboNation to deliver the video and A/V as outlined above?
3. How will you deliver the final video products to the client? Client is not local.

## Attachment Two

### Questions regarding the Vendor:

1. How long has the Vendor been in business?
2. What additional services does the Vendor provide?
- ~~3.~~ How many employees does the Vendor have?
4. How long has the Vendor had experience with videography and/or A/V set up and site management?
5. How many live events does the Vendor currently support?
6. Can the Vendor provide examples of current video products covering live events?
7. Is the Vendor currently involved in any litigation with a customer?
8. Has the Vendor previously been involved in any litigation with a customer?
9. What percentage of the Vendor's customers are non-profit organization?