Request for Proposals (RFP) for Video Production Services

ADAPT Community Network

ADAPT Leadership Awards

Celebrating ADAPT's 80th Anniversary

Issued by: ADAPT Community Network
Issue Date: November 18, 2026
Proposal Deadline: December 18, 2026

Event Date: April 14, 2027
Event Location: Guastavino's, New York City

1. Overview

ADAPT Community Network is seeking proposals from qualified video production companies to create a compelling four-minute video for **ADAPT's 80th Anniversary celebrated at the ADAPT Leadership Awards on April 14, 2027**.

The video will celebrate ADAPT's history, demonstrate its impact today, and inspire support for its future. Through personal stories, interviews, and archival materials, it should connect eight decades of service and advocacy with the people and families who benefit from ADAPT's work.

Interviews may include people supported by ADAPT, family members, staff, donors, partners, and event leadership. The video should build toward a clear fundraising message and support the evening's paddle raise.

The video will premiere before approximately 500 guests, be uploaded to ADAPT's YouTube channel, and serve as an ongoing fundraising and awareness tool.

2. About ADAPT Community Network

ADAPT Community Network provides programs and services that improve the quality of life for people with intellectual and developmental disabilities and their families.

Founded as United Cerebral Palsy of New York City in 1946 and renamed ADAPT Community Network in 2017, the organization has a long history of advancing opportunity, inclusion, and independence. ADAPT touches the lives of more than 20,000 people with disabilities and their families each year.

The 80th anniversary celebration will honor this legacy while highlighting ADAPT's continued commitment to innovative services and a more inclusive future.

3. Project Scope and Deliverables

Creative Goals

The video should:

- Celebrate ADAPT's 80-year history and the people who have shaped it.
- Feature authentic stories that reflect the experiences, voices, and aspirations of people supported by ADAPT.
- Connect archival photographs and footage with present-day stories.
- Demonstrate the impact of donor support and communicate the need for continued investment.
- Create an engaging, emotionally resonant transition into the event's paddle raise.

Scope of Work

The selected vendor will be responsible for:

- Pre-production planning and creative consultation with ADAPT's team.
- Developing a concept, story outline, interview questions, and production schedule.
- Coordinating filming needs and conducting interviews at mutually agreed-upon locations.
- Reviewing and incorporating archival materials supplied by ADAPT and its archivist.
- Post-production editing, including sound mixing, color correction, music, graphics, and integration of ADAPT's anniversary branding.
- Securing appropriate licenses for music and any vendor-supplied stock materials.
- Providing captions and an accessible viewing approach.
- Incorporating feedback through clearly defined review and revision rounds.

Deliverables

- One approximately four-minute anniversary and fundraising video for the Leadership Awards.
- Five social media cutdowns, approximately 60 seconds each, adapted from the main video and interview footage.
- Final files suitable for event projection, YouTube, web, and social media.
- Captioned and uncaptioned versions, plus separate caption files.

- Raw footage and interview recordings.
- A proposed revision allowance, including the number of rounds included and fees for additional revisions.

Proposals should specify video formats, aspect ratios, footage ownership, usage rights, and any restrictions on third-party materials.

4. Timeline

Vendors should propose a production schedule that meets the following milestones. RFP and selection dates will be confirmed before distribution.

Milestone	Date
RFP issued	November 18, 2026
Proposal deadline	December 18, 2026
Vendor selection	January 4, 2027
Project kickoff	January 11, 2027
Creative concept and story outline approved	January 29, 2027
Principal filming completed	March 1, 2027
First cut submitted	March 15, 2027
Final main video and event playback files delivered	April 9, 2027
Leadership Awards and video premiere	April 14, 2027
Social media cutdowns delivered	No later than April 21, 2027

The final schedule should allow sufficient time for ADAPT’s review, revisions, and testing with the event’s audiovisual team.

5. Budget

Please provide an itemized budget covering creative development, pre-production, filming, editing, archival integration, music licensing, graphics, captioning, revisions, and delivery.

Clearly identify:

- The number of filming days and locations included.
- Travel or other additional expenses.

- Optional services and their costs.
- Any applicable nonprofit discounts.
- Payment schedule and terms.

ADAPT welcomes cost-conscious proposals that maximize production quality and fundraising impact.

6. Proposal Requirements

Please include:

- Company background and relevant experience.
- Examples of comparable work, particularly nonprofit fundraising, anniversary, or gala videos.
- A proposed creative approach to ADAPT’s 80th anniversary story.
- Production timeline and anticipated filming requirements.
- Proposed production team.
- Itemized budget and payment schedule.
- Review and revision process.
- Approach to accessible, respectful, and inclusive storytelling.
- Ownership, licensing, and usage terms.
- References from past clients, preferably nonprofit organizations.

7. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of previous work.
- Understanding of ADAPT’s mission and anniversary goals.
- Ability to tell compelling personal stories and inspire giving.
- Experience incorporating archival materials.
- Experience working with nonprofit organizations and people with disabilities.
- Budget feasibility and overall value.
- Ability to meet the production schedule.
- Client references.

8. Submission Instructions

Please submit proposals in PDF format by **December 15** to:

Laura Hickman
Senior Vice President of Marketing and Fund Development
lhickman@adaptcommunitynetwork.org

Subject line: Video Production RFP – ADAPT's 80th Anniversary- ADAPT Leadership Awards