



## Request for Proposals (RFP) for Videographer

**Issued By:** The Loppet | 1221 Theodore Wirth Pkwy Mpls, MN 55422 | [loppet.org/stories](https://loppet.org/stories)

**Contact:** Amber Hoover, Stories of Connection Project Manager | [hoover@loppet.org](mailto:hoover@loppet.org)

**Date Issued:** Friday March 7th, 2025

**Employment Type:** Part-Time Contracted Role

**Duration:** April 2025 - August 2026

**Proposal Due Date:** Friday March 28th, 2025

**Project Overview:** We are seeking a professional videographer to create a documentary that will visually narrate key project stories and curricular elements of the Stories of Connection project (SOC). Footage from this documentary will be shared across multiple platforms, including online channels, social media, podcasts, and physical displays (via video screens as part of exhibits).

**Scope of Work:** The selected videographer will be responsible for:

1. **Production of Documentary:** Crafting a final documentary that captures stories, programming, events and highlights from focal elements of the project
2. **Mini-Documentaries:** Within the larger documentary footage, create a number of short-form documentaries that can be utilized throughout the project
3. **Post-Production:** Editing video footage, including the integration of audio and visual elements that enhance the storytelling
4. **Format & Delivery:** Ensuring videos are optimized for online platforms, social media, podcasts, and physical exhibition displays
5. **Collaboration:** Working with the SOC project team to understand the narratives and objectives, ensuring alignment with the overall project vision

## Narrative

**Project Summary:** The Loppet / Stories of Connection (SOC) is a multi-year project funded by the state's LCCMR grant (Legislative-Citizen Commission on Minnesota Resources). The

project concept is to gather stories of connection to nature and Theodore With Park (TWP) from BIPOC communities in North Minneapolis through interviews, focus groups, forums, and community research. The project will present an indoor art exhibition, outdoor art, park nature stations, and a documentary highlighting themes that emerged from these collected stories. Combined, these stories represent the joys, memories, hopes, challenges, underrepresentation, and inequities of access & engagement facing BIPOC residents. SOC aims to celebrate BIPOC experiences in nature along with re-connect BIPOC residents to the parks, increase their usage of urban green spaces, and affirm their presence as valued and welcome. This project also carries an environmental education component with an emphasis on environmental justice programs, and environmental leadership pathways for high schoolers and young adults.

The Loppet engages 20,000 people annually through opportunities that align with our Mission: “Connecting people to the outdoors through experiences that grow community.” Recognizing that access to nature and the outdoors has been easier for some Minneapolis residents than others, The Loppet is prioritizing partnering with communities and organizations to increase park usership and reverse underrepresentation in accessing green spaces.

### **Deliverables:**

- **Main Documentary:** A final documentary video including new and old footage from all key areas of the SOC project (interviews, artwork, programs, events, b-roll)
- **Mini-Documentaries:** Short compelling videos compiled of footage from main documentary (the number of videos and content will be agreed upon by both parties)

### **Qualifications:**

- **Portfolio:** Demonstrated experience in creating documentaries, mini-documentaries, educational videos, and/or multimedia storytelling across online, social media, podcasts, and exhibit screens.
- **Industry Experience:** Expertise in translating curricular or educational content into engaging video formats.
- **Full Production Experience:** Skilled in pre-production (storyboarding, scriptwriting, scheduling), production (filming, interviews, B-roll), and post-production (editing, sound design, graphics).
- **Concept Development & Storytelling:** Ability to create compelling narratives using interviews, B-roll, and supplementary footage.
- **Team Collaboration:** Ability to work with project teams to align on goals and deliverables.
- **Client Communication:** Regular updates and feedback loops to ensure project alignment.

## Proposal Requirements:

- **Company Profile:** Overview of the videographer's background, including relevant experience with similar projects.
- **Sample Work:** Examples of previous mini-documentary or multimedia storytelling projects.
- **Project Approach:** A brief outline of how the videographer intends to approach the project and collaborate with the team.
- **Timeline:** A proposed timeline for the project, from pre-production to final delivery.
- **Budget Estimate:** A cost breakdown, including any potential additional costs

## Timeline

- **RFP Release Date:** Friday March 7th, 2025
- **Proposal Submission Deadline:** Friday March 28th, 2025
- **Selection Announcement:** Wednesday April 2nd, 2025
- **Project Commencement:** Friday April 4th, 2025

**Contact Information:** For further inquiries, please contact: Amber Hoover, Stories of Connection Project Manager | [hoover@loppet.org](mailto:hoover@loppet.org)

We look forward to receiving your proposal and collaborating on this exciting project!

*The Loppet reserves the right to turn down proposals and to negotiate terms with the selected applicant.*

Funding support for this project is provided by:



Building Healthier  
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