



AMERICAN STAGE

For Immediate Release

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American Stage Request for Proposal (RFP) for Digital Video Production

Project: American Stage's Production Trailers and Supportive Video

Status: Project-Based

Frequency: 2-4 projects per month

Reports To: Director of Advancement

Compensation: Project-Based, Fees based on scope of project and commensurate with experience.

St. Petersburg, FL – American Stage announces a request for proposal (RFP) for Digital Video Production.

PROJECT OVERVIEW

American Stage's 2017-18 Season, WE THE PEOPLE is more than a season theme, it's a movement. A movement that reflects our commitment to embrace the opportunity that this art form provides for a connection with one another through the power of live storytelling. [Visit our website to learn more.](#)

We're looking for a creative local videographer to partner with us to tell our season's story through powerful promotional videos that will highlight the many facets of American Stage's productions, from planning through rehearsals and performances with an emphasis on the show promo trailers and behind-the-scenes videos.

- Creation of new high-quality video content for remaining 2017-18 American Stage productions (3 Mainstage Productions and our annual outdoor production, American Stage in the Park) . This entails 2-4 videos per production with the potential additional institutional and programming projects.
 - Video project must retain a consistent modern and bold feel in line with both the American Stage brand and current season's visual and thematic elements.
 - Videos must be consistent with the creative vision of the producing artistic director.
 - Projects range from 15 seconds to 3+ minutes.
 - Possibility of on-site and off-site shoots.
- Collaborate with members of the Advancement Department and Production Staff to provide video content support and video calendaring for all video promotions.
- The videographer will meet as needed in person or by phone or email to assist with the development of the videos including its format and schedule for production.

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- The videographer will edit and organize the final clips and complete any other digital manipulation of the material necessary for project completion.
- Perform other video duties as assigned.
- The videographer assigns all present and future rights to the materials produced during the project to American Stage.
- Video will be used for advertising and brand awareness through television, social media, email campaigns and other channels as defined.
- The videographer will be credited in our production program.

MANDATORY REQUIREMENTS

- Degree in digital editing, video production, communications, or 1-3 years equivalent work experience.
- Strong storytelling and conceptual skills and attention to detail, with a track-record creating engaging digital content and working with artists.
- Must be able to work in a high-pace environment and handle short turnaround times.
- Experience with video and audio editing software. Adobe Creative Suite available on site if needed.
- Experience with video and audio equipment. Access to own equipment is preferred.
- Strong design sensibilities; ability to expand on existing design template.
- Strong verbal and written communication skills with the ability to collaborate effectively across multiple departments.
- Ability to meet deadlines and handle multiple simultaneous projects from development to completion.
- A great candidate is equally passionate about non-profit theater, digital technology, and the potential intersections of the two.
- Some night and/or weekend work may be required on projects with fast turn-around times.

PROPOSAL REQUIREMENTS AND HOW TO SUBMIT

- One page summary of your/your company's background, resources, and relevant experience.
- Examples of past video projects (3-5 samples), preferably of a similar size and scope.
- References from past projects.
- Current workload. If selected as the videographer for this project, how does it fit into you/ your firm's current scheduled activities?
- Optional supporting materials of you/your firm's choosing.
- **Send all materials via email to advancement@americanstage.org by Wednesday, January 17, 2018:**

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AMERICAN STAGE SAMPLES

CURRENT 17-18 SEASON

[THE ROYALE: BEHIND THE SCENES](#)

[THE INVISIBLE HAND TRAILER](#)

PREVIOUS 16-17 SEASON

[SEX WITH STRANGERS](#)

[JOE TURNER'S COME AND GONE TRAILER](#)

PREVIOUS 15-16 SEASON

[JITNEY](#)

[4000 MILES](#)

Visit AMERICANSTAGE.ORG for further review of company and our overall branding.

AMERICAN STAGE | AS/40

American Stage celebrates **40 Years Strong** this season. Since 1977, American Stage, has contributed to the vitality of Tampa Bay as a regional professional theatre. American Stage's mission is to reinforce the power of live theatre with high quality productions that excite and challenge a diverse audience. Our year-round programming seeks to realize this through our Mainstage season, Spotlight Series, 21st Century Voices: New Play Festival, American Stage in the Park and Improv. American Stage Education's offerings include award-winning Teaching Artist Outreach focused on bringing theatrical arts experiences to under-served populations, helping them to excel onstage & beyond.

We believe that through the telling of dynamic stories, live theatre has the power to unite us in our shared experiences and to deepen our connection to one another through the illumination of diverse perspectives. American Stage artists and stakeholders are responsible for helping a small theatre touring company blossom into a thriving world-class professional theatre providing nearly 70,000 Tampa Bay residents and tourists with accessible, relevant art and arts education annually.

Powerful Stories. Boldly Told.

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