



# City of New London

Department of Finance-Purchasing Agent  
13 Masonic Street • New London, CT 06320 • Phone (860) 447-5215 • Fax (860) 447-5297

## Request for Proposals

### ADDENDUM 1

**Proposal No.:** 2021-05

**Addendum No.:** 1

**Date Issued:** November 9, 2020

**Video Production Services**

**Opening Date and Time:** November 16, 2020 at 2:00PM

**Bidders Notes:** This addendum is issued to provide all potential bidders with answers to questions submitted.

All other terms and conditions remain the same.

**This Addendum cover page must be signed and returned with your bid.**

\_\_\_\_\_  
Authorized Signature of Bidder

\_\_\_\_\_  
Company Name

**Return Bid To:**

Julie Chapman  
City of New London  
13 Masonic Street  
New London, CT 06320

**Bids cannot be accepted after the Bid Opening Date and Time indicated above**

## **2021-05 Video Production Services**

**Question 1:** Will the hired Video Production firm decide the quantity of short clips, the length of each clip and the thematic messaging, or will The City of New London and Quinn & Harry Marketing decide this? And if The City of New London and Quinn & Harry Marketing will decide this, is there a brief description of what you're looking for in terms of quantity of clips, clip length and thematic messaging so that we can most accurately formulate a price?

**Answer 1:** The selected vendor will be an integral part of the City's Marketing strategy and team. Direction will be given by Quinn & Hary and approved by the city. The goal of the video content vendor is to create several 30 sec. to 1 minute clips of our three pillars for marketing: Community, Economic Development and Tourism. It is the expectation of the city to see creative video content at a consistent pace and highlight standing assists along with ongoing events. We are looking to drive a consistent messaging campaign to elevate the city's assets, people and overall brand.