

Chair

Joe Torzsok

Chief Executive Officer

John Tracogna

Chief Operating Officer

Robin D. Hale

2014-01-15

REQUEST FOR PROPOSAL
HIGH DEFINITION VIDEO PRODUCTION FOR TORONTO ZOO
RFP #01 (2014-01)
ADDENDUM # 1

- Page 1 of 3 -

This addendum shall be incorporated into, and form part of **RFP #01 (2014-01)** and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of two (2) pages.

1. Question - Are the videos to be produced in English only?

Answer – English only.

2. Question- What is the budget?

Answer – The estimated budget amount is \$20-\$25K.

3. Question- The RFP states HD DVDs, however, DVDs are only available in SD, are you willing to accept SD DVDs and/or HD Blu Ray discs.

Answer – Preference is for HD DVDs however provide details in what format you can provide the finished video.

4. Question- Which zoo staff/supporters etc will be speaking on camera?

Answer – We can't confirm this now – this will be determined by which story lines we determine will be highlighted (we will be looking to the expertise of the production company to also provide input on which stories we should highlight)

5. Question- What specific animals/habitats will be discussed? Assuming 5 vignettes, will there be 5 sections/habitats/areas of work featured in the video?

Answer – Again, we can't be too specific at this point, as part of the RFP includes having a Director/Producer who will be creating the scripting/content suggestions that will result in impactful videos for the Zoo to promote our messaging.

6. Question - The 5 30's "vignettes" are they to be used for broadcast on network TV or for any type of advertising placement? (pre-roll/google ad words etc)?

Answer – Possibly. They will definitely be pushed out online through YouTube and placed on the website.

7. Question- What are some examples of shooting “Behind the Scenes” b roll of conservation work? Is this the same b roll that will be featured in the highlight video and vignettes or is this a separate project meant for another purpose?

Answer – The broll will be all the footage used to make the videos – we will just want it in a format we can use afterwards in case we could use it in future.

8. Question- What percentage of existing footage/content are you estimating will need to be used?

Answer – Cannot advise.

9. Question- Scripts have replaced storyboards in our production process, however, if required, a storyboard can be created when final messaging and scripting have been completed

Answer – However you want to present your vision for this video is fine... does not have to be a storyboard. We want to make sure that the people scripting/producing the video understand what we want in a finished product, and how you are going to accomplish that.

10. Question - Do you anticipate travel outside of Ontario/Canada?

Answer – Anticipated travel requirement for this project will be within the GTA area.

11. Question - Do you require any accessibility features (i.e. closed captioning)?

Answer – The HD Video production should abide by the IASR (Integrated Accessibility Standards Regulation) under the Accessibility for Ontarions with Disability Act, 2005 (AODA) for January 1, 2014.

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Quotations or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916.

Yours truly,

Peter Vasilopoulos
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date: