

REQUEST FOR PROPOSAL (RFP) Content Capture & Production Services (Photo/Video)

02/12/2026

Detroit Elevate

1. INTRODUCTION: Detroit Elevate is seeking proposals from qualified creatives, production companies, or videography/photography freelancers to provide professional content capture and post-production services.

2. BACKGROUND: Detroit Elevate represents TechTown and the Gilbert Family Foundation's commitment to cultivating the Detroit second stage business ecosystem. Our primary mission is to highlight 25 second stage businesses owners and their journeys to success as well as who they are. In collaboration with founding partners Tech Town and Gilbert Family Foundation, we are dedicated to developing local founders through initiatives that grow network access and provide robust programming. This includes workshops, gatherings, panels, and educational events hosted in Detroit. TechTown is a prominent nonprofit entrepreneurship hub and business accelerator. To illustrate this holistic impact and engage our stakeholders, we require professional and visual assets that showcase the business owners and our vibrant community events.

3. SCOPE OF WORK: TechTown will review all proposals and has the right to refuse any proposal that isn't a fit for the program. The production partner will be expected to provide:

- **On-site Photography:** Events, headshots, lifestyle/action shots.
- **On-site Videography:** Interviews, b-roll, event highlights.
- **Creative Direction:** Shot list development and visual styling.
- **Post-production:** Editing, color grading, sound mixing, and motion graphics.
- **Formatting:** Preparing assets for specific platforms (social media, website).

4. DELIVERABLES: The selected partner should deliver:

- A library of high-resolution, edited still images.
- At least 25 "Hero" videos (2-3 minute brand story) – Entrepreneur stories.
- "Hero" video of Detroit Elevate events, which will vary by the scale of the event
- At least 1 short-form social media clip per founder story/event (Reels/TikTok formatted).
- B-roll library for future internal use.
- All final assets delivered via cloud storage.

5. PROPOSAL REQUIREMENTS: Interested firms must submit:

- Portfolio or reel demonstrating relevant style.
- Technical capabilities (gear/equipment list).
- Proposed approach to capturing our narrative.
- Pricing structure and estimated budget.
- Team Bios.

- At least three (3) client references.

6. EVALUATION CRITERIA:

- Artistic quality and storytelling capability.
- Experience with similar organizations.
- Technical expertise.
- Cost competitiveness.
- Quality of references.

7. TIMELINE:

- RFP Issued: 02/12/2026
- Deadline for Questions: 2/19/2026
- Proposal Submission Deadline: 2/23/2026
- Firm Selected: 2/30/2026
- Project Start Date: 3/2/2026
- Project End Date: 12/31/26
- Final Invoice Due: No later than 1/5/27

8. SUBMISSION INSTRUCTIONS Proposals must be submitted electronically to: Marcus Reliford, TechTown Detroit, marcus@techtowndetroit.org.

9. TERMS Detroit Elevate reserves the right to reject any or all proposals, request additional information, or negotiate terms as necessary.