



Freelance Marketing Consultant Statement of Work Request for Proposals

Parallax Advanced Research
4035 Colonel Glenn Highway, Dayton, OH 45431

Technical POC

John Owen

john.c.owen@parallaxresearch.org

Contractual POC

Paul Dungan

paul.dungan@parallaxresearch.org

Parallax Advanced Research (Parallax) invites your firm to submit a proposal aligned with this Statement of Work and meeting the requirements outlined below. Parallax intends to award one Consultant Agreement in accordance with this Request for Proposals (RFP), under its award with the Entrepreneurs' Center's Entrepreneurial Services Provider program through Ohio Third Frontier and Ohio Development Services Agency.

Background

Launch Dayton is a partnership of 19 entrepreneurial support organizations and programs in the Dayton Region focused on building an equitable entrepreneurial ecosystem. Parallax is one of the founding partners of this partnership.

As part of this effort, Parallax manages two important efforts:

- The Launch Dayton marketing and communication channels, including a blog, newsletter, and social media.
- Several "on-ramp" events that serve as entry points for entrepreneurs into the community that provide networking and educational opportunities.

Key Goals and Objectives of the RFP

Parallax is looking for a Freelance Marketing Consultant that will assist Parallax's Launch Dayton Marketing Manager tell the community's entrepreneurial story through video. This will come in the form of short video profiles and interviews.

Technical Tasks

The technical work on this will assistance in the shooting and editing of short video profiles and interviews, at the direction of the Launch Dayton Marketing Manager.

Video Production

- Attend on-ramp events to record on-the-spot interviews with program participants about their experiences.
- Schedule and record interviews with entrepreneurs.
- Edit videos for use on YouTube and social media platforms.

Project Funding

Please provide a quote that provides your hourly billing rate.

Schedule/Milestones

Videos will be produced on a rolling basis and will require the offeror to coordinate schedules with the on-ramp events and entrepreneurs, at the direction of the Launch Dayton Marketing Manager.

Parallax expects several videos will be in different stages of production at any given time during the project.

Management and Administration

This project is funded through the Entrepreneurs' Center's Entrepreneurial Service Provider program from Ohio Third Frontier and Ohio Development Service Agency. All applicable administrative, financial, and reporting requirements will follow 2 CFR 200 and prime contractors grant agreement.

Ownership of Work Product and Licenses

A. Except as set forth in Bullet C, Company (Parallax) owns all worldwide right, title, and interest in and to all written, graphic, coded, audio, and visual materials and other work product that are specifically developed for Company under this Agreement or are prepared by or on behalf of Consultant in the course of performing the Services, including any deliverables identified in a Statement of Work and all IP Rights therein, together with all of the goodwill associated therewith (collectively, the "Work Product"). As used herein, "IP Rights" means all copyrights, trademarks, service marks, trade dress, trade names, trade secrets, patents, and other intellectual property rights.

B. All Work Product protectable under United States copyright law shall be owned by Company as "works made for hire" as defined in Section 101 of the United States Copyright Act. To the extent that any or all of such Work Product is not deemed a work made for hire, Consultant assigns to Company all right, title and interest in and to the worldwide copyrights in such Work Product.

C. Notwithstanding anything herein to the contrary, Company's ownership of the Work Product shall not include any and all materials (i) owned by Consultant prior to, or independent from, the performance of Services under this Agreement, and all methodologies, software, applications, processes or procedures used, created, or developed by Consultant in the general conduct of its business, excluding those developed specifically for Company under this Agreement ("Pre-Existing IPR") or (ii) created outside of this Agreement or are created as modifications, enhancements, or derivatives of its own (or any of its licensors) Pre-Existing IPR created in connection with the Services ("External IPR", and together with any "Pre-Existing IPR, collectively, "Background IP").

Roles and Responsibilities

Parallax Roles and Responsibilities:

- Provide clear expectations for the goal of video projects.
- Provide clear revision feedback for video projects.
- Host the videos on Launch Dayton social platforms.
- Promote the videos as they go live.

Offeror Roles and Responsibilities:

- Work collaboratively with the Launch Dayton Marketing Manager to achieve video goals.
- Provide video content that tells the story of Dayton's entrepreneurial community.

Period of Performance

This contract will start September 1, 2021 and end on December 31, 2022 for a period of 4 months.

Evaluation Criteria

Parallax invites your firm as well as other offerors (collectively, Offerors) to submit proposals. Each proposal shall be evaluated based on the demonstrated capabilities of the prospective organization in relation to the needs of the project as set forth in the RFP. Proposals must document the feasibility of successful implementation of requirements of the RFP.

The proposal should include two sections.

Proposals will be evaluated according to the criteria provided in the following sections:

1. **Experience and Past Performance:** This section should outline the Offeror's capabilities and provide relevant past performance. This should include a sample(s) of videos that showcase the offerors capabilities that help

Proposals will receive one of the following confidence ratings:

- **High Confidence:** Offeror's proposal provides details of capabilities with specific relevant examples and documentation describing past efforts that involved essentially the same or a more significant level or scope of effort to that which is required by this RFP. Parallax has high expectation that the Offeror can successfully perform the tasks.
- **Satisfactory Confidence:** Offeror's proposal provides details of capabilities with specific relevant examples describing past efforts that involved a similar level or scope of effort to that which is required by this RFP. Parallax has reasonable expectation that the Offeror can successfully perform the tasks.
- **Low Confidence:** Offeror's proposal provides capabilities, but the capabilities don't align with the technical proposal. Parallax has a limited expectation that the Offeror can successfully perform the tasks.
- **No Confidence:** Offeror's proposal fails to provide documentation on capabilities. Parallax has no expectation that the Offeror can successfully perform the tasks.

2. **Cost /Price:** This section should outline the costs associated with this proposal.

Proposals will be evaluated based on if a cost is reasonable and realistic. For a cost to be reasonable, it must represent a cost a prudent person would pay when consideration is given to those in the market. For a cost to be realistic, it must reflect a clear understanding of the requirements of the RFP and be consistent with the Offeror's technical proposal. In evaluating an Offeror's cost, the following shall be considered:

- Whether the cost is within the amount allocated in the RFP, significantly below the not-to-exceed amount, and/or leverages match funding to provide additional resources to the program.
- Whether the Offeror can perform the requirements of the RFP within the budget and at the rates proposed.

The merits of each proposal will be evaluated carefully using the following factors: Technical Approach, Technical Confidence, Management Plan, Past Performance and Cost/Price. Although technical factors are of paramount consideration in the award of the consultant agreement, cost is also important to the overall contract award decision. All evaluation factors other than cost, when combined, are significantly more important than cost. In any case, Parallax reserves the right to make award(s) to the Offeror or Offerors whose proposal provides the best overall value.

This RFP is not to be construed a commitment by Parallax to order the services and/or supplies stated herein. Only Parallax Contracts Director can issue an order for the required services or authorize that work commence. Any effort expended and any costs incurred by your Firm as a result of this RFP shall



be the sole responsibility of the Offeror. There is no obligation for Parallax to cover any Offeror costs incurred as a result of this RFP.

Due Date: Your proposal response along with all other requested forms (attached) is due no later than **20 August 2021 at 5PM EST**. Prior to 20 August, please address technical questions to John Owen and contractual questions to Paul Dungan. Submit your proposal electronically to both Paul Dungan, Parallax Contracts Administrator, at paul.dungan@parallaxresearch.org and John Owen, Program Manager, at john.c.owen@parallaxresearch.org.