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Washington State Wine – Visual Assets RFP

Questions + Answers

Q: The finished 1-2 minute video is for the combined entities of WSWC and OWB, whereas the still photos and the video clips are assets for use by WSWC, correct?

A The Washington State Wine Commission and OWB manage most of their international efforts jointly as the Northwest Wine Coalition. So both the photos and videos would be used for both WSWC and OWB events, but the OWB will be issuing a separate RFP for their visual assets. The two entities (WA Wine and OWB) will combine video footage and we intend to make a Pacific Northwest video, but that will be a later phase of the project.

Q: How many regions of both the WA & OR AVA's need to be represented overall? For example, do we need to gather imagery from the Rogue & Snake River Valleys?

A This RFP is exclusively for images for Washington State. Oregon will be managing a separate project for Oregon images and video footage.

Q: What are the deliverables? Are you expecting a certain number of photos or clips? Or are you asking us to come up with that based on the budget range?

A This would be great information for you to include in your proposal. We want as many as the budget will allow.

Q: How will it be seen; print, social, broadcast?

A Undetermined at this point, but WSWC reserves the right to use the images in all of their marketing (print, social, broadcast etc).

Q: How long will it live?

A The images will be the property of WSWC and will not have an expiration date. We use images as long as they are relevant and tell the proper story.



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Q: Do you have specific events, places or holidays you want to include?

A We do not have any specific events or events included as requirements. Place requirements would just be the major wine regions, tourism regions, and iconic WA scenery.

Q: How is branding to be treated, ie can we show labels, specific wineries, vineyards?

A Yes, we want generic content, as well as some content showing brands. Both!

Q: I have a production partner in mind who I was considering running this through. He was based in WA but just relocated to LA—does that not work, even if our crew will be based in WA? They have the relevant production insurance needed and are licensed to work anywhere in the US.

A This is fine, we don't have any requirements that subcontractors be located in WA

Q: Can you clarify if this is a cost-plus or firm-bidding structure?

A Firm Bidding structure

Q: The RFP mentions that this is a cost reimbursement, payment upon completion structure. Does this mean there would not be an option for a 50% deposit to begin work?

A We can structure this payment plan to be 50% up front and 50% upon completion - this just needs to be stipulated in the proposal. There is also the potential to negotiate rolling payments for the second 50% - The applicant would need to indicate payment dates by which they would provide deliverables and back-up documentation, in the proposal, so it can be agreed upon in the contract before the start date.

Q: Are you able to share how many submissions you are taking for this project?

A We don't have a limit on submissions but are expecting between 10-20 bids



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Q: Based on past experience, will this project be spread out over the course of a year (to cover different growing seasons, harvest, production etc.?) or will you want this to be completed say all throughout the month of September?

A The project spans between September 2024 and July 2025, but we would like to receive the photos on a rolling basis throughout the year so we can begin using the new assets in our marketing immediately.

Q: Will WA Wine be coordinating shoot schedule and handling any necessary models or will be working with whomever we happen to find in tasting rooms?

A WA Wine can provide suggested destinations and facilitate scheduling with wineries, but will not be designing shoot schedules or providing models. Applicants should plan to include any model hiring/scheduling as part of their proposal and budget.

Q: The last time we did a project like this a representative from WA Wine accompanied us on all the shoots to help direct and make sure we captured the images needed at specific locations. Will you or someone else be on these shoots?

A There may be an instance when someone from our staff would like to travel on a shoot for a specific event or in search of a specific image, but in general this is an independent project.

Q: Specifically, whose responsibility will it be to secure the following:

Venue permits or permissions to visit, attend events (such as a soccer game), activities, festivals, etc., and a point of contact for each

A *WSWC can secure entry to events sponsored by us, and winery events. We are not providing permits or comp'd tickets to outside events, so these should be included in any budget considerations. We can also reach out to our partners at Washington State Tourism and Visit Seattle to request access to specific locations and events, but we cannot guarantee these, and they must be requested on a case by case basis.*



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Tickets or entry fees for events & festivals

A Same answer as above

Winery/vineyard visits and permission to photograph, video & possibly drone photography

A We will coordinate with wineries and vineyards to help build itineraries and appointments.

Models and styling and props for each location (this may be able to be handled by the wineries secured for a shoot)

A This will be the responsibility of the applicant, and should be included in any budget considerations

Q: How many meetings with the teams of WSWC and OWB are you estimating for draft & storyboarding, and can most of these be done virtually?

A We unfortunately do not have an estimate for a number of meetings that will be required to design the video, but they can all be virtual if necessary. For the WA portion of the project, the WA Wine team will make ourselves available for as many meetings as necessary to provide clear direction.

Q: Looking for clarification on the end video in conjunction with Oregon. Is the request to just take video clips that will later get produced and built into a video, or is the request looking for applicants to script a narrative, storyboard, and design a video.

A We are only requesting applicants provide video assets in addition to photo assets that can be used in a joint WA/OR video, and to collaborate with our team and OR's team in the spring to produce the video. No storyboarding or narrative structure ideas are necessary. The budget should account for the work to put together a polished 2-3 minutes of footage of WA, and the time needed to edit and combine these with the shots from Oregon. The WA Wine



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team can make themselves available for any necessary meetings to provide guidance. Again, the only footage you'll be responsible for is the WA footage.

All that being said, we'd also love to have access to additional short videos for use on our social media and in other consumer outreach. If you want to include these in your proposal, it would be a bonus.

Q: Confirming video is to be shot in Washington and Oregon

A The video is exclusively to be shot in Washington. Oregon is issuing their own RFP and will be hiring their own photographer/videographer. The only combined nature of the request is that you provide the WA footage, and work with our team and the OR team to put together the marketing video in the spring.

Q: Shall the (2) video editing deliverables be separate line items since they are inherently two different projects?

A While it is ultimately up to you how to define the budget line items – we are expecting to receive as deliverables video files in addition to photos. The expectation is that your team collaborate with our team and the OR team to create the 'finished project' WA/OR video to be played at our events and in our marketing campaigns, using your WA footage.

Q: Does this mean that I give up all licensing rights to the images or footage I capture from this project? In other words, is this a full-rights buyout?

A Washington State Wine would own the library of photos and videos to use in perpetuity. We are open to negotiation on usage by other groups, and would be open to you including a two-year exclusive rights agreement, or a proposal including a certain X number of photos we would have exclusive rights to out of the total images. Please include your terms in your proposal.

Q: I'm out of state for most of September but my video partner will be ready to start. Is this acceptable?



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- A We have no specific deadlines for the deliverables within the time period of the contract. Photo and video shoot schedules will be up to the applicant. But we do want to make sure we capture the beauty of the harvest season.