



**Request for Qualifications (RFQ)
for videography services for eight
Aroostook County sizzle reels.**

SUGGESTED SCOPE OF SERVICES:

PRIMARY WORK PROJECT: Aroostook County Tourism (ACT) is requesting written qualifications for filming general videography and editing eight final-cut videos for the following project:

PROJECT BUDGET: \$14,000

Aroostook County Seasonal Sizzle Reels and B-Roll

With direction from the ACT marketing committee, film and edit eight compelling sizzle reels that relay enthusiasm, beauty, and adventure to visit Maine's Aroostook County. The project will capture Spring and Summer seasons and create two 0:15, 0:30, 1:00, and 2:00 final cuts for a total of eight with >60 minutes of raw b-roll.

All files (Including but not limited to fonts, color palette, icon elements, b-roll, final-cut videos, photos, written copy, etc.) will be the property of Northern Maine Development Commission, the facilitator of the Aroostook County Tourism Program. Project is considered complete when all files are provided and final payment is released to Contractor.

RFQ responses must include sufficient allotment of time associated with preliminary and ongoing discussion on final edits and design, travel to and through the region, and communication between all parties.

ACT will provide some videography, photographs, and narrative for the project that may be reworked to match this project. ACT may be able to coordinate volunteer models and subjects.

ACT has an established brand and style guide that will serve as the foundation for this work. ACT has identified similar project styles that are attractive, act as a vision, and would be of the quality expected for this project as:

- *To summer in Quebec is to summer all out | Bonjour Québec:*
www.youtube.com/watch?v=XvA7Nm-dAHw&t=86s
- *All day, all night in nature | Bonjour Québec*
www.youtube.com/watch?v=BEpjD0QsYJ4

SUBMITTAL SUMMARY:

Submittals should include the following items, along with other material to demonstrate Consultant's expertise and capability:

1. Name, contact information
2. A brief written description of the Consultant's approach to the project and an outline of how the budget will be utilized.
3. Proposed costs
4. The expertise of the team assembled by Consultant to carry out the work.
5. Examples of comparable past projects undertaken by Consultant and/or team members.
6. Any other tangible project outcomes projected by the Consultant.

TIMELINE OF PROJECT:

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| • April 1-10, 2026 | 2026 RFQ advertised |
| • April 10, 2026 | 2026 Deadline to submit RFQ |
| • Early April | Review RFQ submissions |
| • Mid-April | Enter contract/Preliminary project outlined |
| • June 8, 2026 | First draft review of four spring videos |
| • July 20, 2026 | first draft review of four summer videos |
| • July 31, 2026 | Eight final cuts and all files transferred to NMDC |

SUBMISSIONS:

Deadline 3:00 p.m. April 10, 2026

Mail to:

Northern Maine Development Commission ACT
Attn: Jacob Pelkey
PO Box 779
Caribou, ME 04736

Or email jpelkey@nmdc.org.

If you would like more information on the project, contact:

Jacob Pelkey
Tourism Developer
(207) 498-5065
jpelkey@nmdc.org



NMDC is an equal opportunity employer/lender