



**Request for Proposals (RFP) –
*The Next 250 Video Project***

Minnesota Humanities Center

RFP Issue Date: June 4, 2026

Proposals Due: June 19, 2026

Decisions by: July 1, 2026

Start Date: July 6, 2026

Submit to: submissions@mnhum.org

MHC invites proposals from videographers and video production companies to shoot, produce, and edit a series of human-interest videos to discuss, examine, and commemorate the 250th anniversary of the signing of the Declaration of Independence in the context of Minnesotan communities.



I. Introduction and Project Overview

The Minnesota Humanities Center (MHC), a non-profit organization, strives to create a more just society that is curious, connected, and compassionate by increasing the collective understanding of ourselves, our communities, and our histories through stories and experiences. We exist to serve Minnesotans and communities across the state. MHC serves as the state's official affiliate of the National Endowment for the Humanities.

MHC reserves the right to withdraw this RFP, reject any or all proposals submitted, or cancel this RFP process at any time. All material submitted to MHC in response to this RFP will be treated as confidential information, and the response will be retained consistent with the terms of MHC's document retention process. Submission of a proposal constitutes acknowledgment and agreement with these terms.

a. Background

In 2026, MHC is marking the semiquincentennial by creating programming and facilitating conversations that allow Minnesotans to reflect upon our nation's past and how we can continue to work together to create a more perfect union that achieves the ends of the American Experiment of equality, liberty, justice, and the consent of the governed. Humanities Councils such as MHC are nonpartisan independent nonprofits affiliated with the National Endowment for the Humanities, that support democracy by fostering civic engagement, historical literacy, and public dialogue that empower everyday citizens. Humanities Councils across the nation are hosting humanities programs and events across the nation to help empower Americans to create a more perfect union. During the semiquincentennial year, MHC will amplify some of its existing work and create special programming to commemorate the Declaration of Independence.

b. Project

MHC seeks an individual or group of individuals (Videographer) that can provide videography, production, and editing skills to help us create a series of videos that commemorate the semiquincentennial.

The videos will capture Minnesotans who reflect the breadth and diversity of Minnesota's communities. Each video should capture an interview of the person reflecting their thoughts about the 250th anniversary of America, and their opinion of how the humanities can bring their vision of the next 250 years to life. While each subject answers this question, we'd like to show b-roll of them on film in their own environment to provide greater context and understanding of the views and opinions of the subject. Our intent for this project is for people to discuss how they believe that creating greater understanding through the humanities practices (examples of humanities practices include but are not limited to: poetry, literature, music, storytelling, cultural heritage, education) will bring their vision of America into existence over the next 250 years.

These interview questions and corresponding b-roll will help tell the story and archive the thoughts, feelings, and reflections of different communities in Minnesota at the 250th anniversary of our country.



2. Scope of Work

The Videographer will provide full video production services for videos highlighting each individual answering questions about the semiquincentennial. Videographer will be an independent contractor of MHC and all work created by the Videographer will be considered Work-for-Hire in which Videographer will not retain any ownership rights to work created in response to this RFP. The final deliverables will be used across MHC's website, social media channels, and digital communications channels.

OBJECTIVES

- Shoot, produce, and edit five (5) 30-60 second videos, with each video featuring the responses and humanities practice of one individual.
- Deliver edited versions optimized for web and social platforms.
- Ensure videos are branded appropriately.
- Deliver b-roll to the Minnesota Humanities Center.

SCOPE OF SERVICES

Pre-production

The videographer will:

- Conduct one project kickoff meeting with MHC staff
- Develop production schedule based on a X weekly/monthly schedule
- Assist with shot list creation
- Coordinate filming logistics and equipment preparation
- Review creative direction and branding requirements

Production/filming

The videographer will:

- Provide on-site video filming services
- Capture:
 - Interviews
 - B-roll footage
- Supply standard production equipment including:
 - Camera(s)
 - Audio recording equipment
 - Lighting setup
 - Stabilization gear

Post-production

The videographer will:

- Edit footage into five standalone videos
- Add:
 - Color correction/grading



- Audio mixing
- Intro/outro titles
- Provide five 30-60 second videos
- Include up to two rounds of revisions

Deliverables:

- Provide five Final HD 30-60 second videos (MP4 format) in vertical frame size, 1080p
- Hi-res thumbnail images
- Delivery via downloadable link

MHC Responsibilities:

- MHC will:
 - Determine five subjects to be interviewed.
 - Coordinate scheduling for interview subjects.
 - Provide access to filming locations.
 - Secure any necessary permissions/releases.
 - Designate a primary point of contact.
 - Provide branding assets (logos, fonts, brand guidelines).
 - Review and approve edits within agreed timelines.

3. Program Timeline

June 4, 2026: Videographer RFP Posted

June 19, 2026: Videographer RFP Closes at 6pm

July 1, 2026: Videographer Offers Made.

Week of July 6, 2026: Videographer contract executed; onboarding with MHC.

September 4: All videography, production, editing, deliverables complete

Proposal deadline and notification date are listed on the cover page of this RFP.

4. Videography Qualifications

We are seeking Minnesota-based candidates who have experience in producing human-interest type videos, possess technical capability, and are reliable. Ideal candidates will demonstrate:

- Professional videography experience
- Experience in shooting and producing human-interest or storytelling/narrative-based videos



- Interview direction skills, with cross-cultural competence
- Ability to create emotionally engaging content
- Clear communication
- Ability to meet deadlines
- Organized workflow
- Responsiveness
- Ability to manage revisions professionally

Applicants should demonstrate proficiency in:

- Camera operation
- Lighting setup
- Audio recording
- Interview filming
- Video editing
- Color correction/grading
- Audio mixing
- Captioning/subtitles

Applicants should own or have access to professional-grade equipment:

- 4K-capable cameras
- Professional microphones
- Lighting kits

5. Compensation

The total amount available for this project is \$20,000. Videographer will be compensated as an independent contractor. Videographer will need to sign and submit a W-9 form and ACH paperwork to MHC prior to payment. Payment schedule will be outlined in the contract.

MHC will provide gas and mile reimbursement for traveling throughout the state to interview subjects. MHC will not provide reimbursement for lodging, food or incidentals.

6. Proposal Submission Requirements

Interested videographers should submit the following materials in a single PDF or Word document:

Cover letter or statement of interest (1 page maximum): Describe your interest in this project, your connection to the project's themes, and how your experience positions you to be chosen.



Portfolio or demo reel (No more than 5 examples): Please include links to original work that reflects your expertise and style that you would use for this project.

Resume or CV: Highlight relevant experience in videography, editing, or other storytelling work.

Pricing and Payment Terms: Please provide your rates for pre-production, filming day rate, editing & post-production, and any other expenses you foresee.

All submissions to this RFP must be submitted electronically to MHC by 6:00 p.m. on June 19, 2026, at submissions@mnhumn.org. Any submission submitted after the above timeframe will be treated as untimely and will not be considered by MHC.

7. Evaluation Criteria

Videographers must be located in Minnesota. Proposals will be reviewed by MHC staff and evaluated on the following criteria and weights:

Criteria:

Portfolio Quality (40%)

Relevant Experience (20%)

Creativity/Storytelling (20%)

Technical Capability (15%)

Communications & Professionalism (5%)

8. Questions and Contact

Questions regarding this RFP may be directed to:

Ali Syverson, Director of Strategic Communications, Minnesota Humanities Center,
ali@mnhum.org.

MHC will respond to all questions submitted by candidates in writing before June 16. MHC will attempt to respond to all questions within two business days of receipt of the question.