

Request for Proposals (RFP)

Video Production Services

50th Anniversary Legacy Video Project

Sapelo Island National Estuarine Research Reserve (SINERR)

Background

The Sapelo Island National Estuarine Research Reserve (SINERR) is celebrating its 50th Anniversary in 2026. Established in 1976 as part of the National Estuarine Research Reserve System under the National Oceanic and Atmospheric Administration, SINERR has supported estuarine research, coastal stewardship, training, and education across Georgia's coast for five decades.

To commemorate this milestone, SINERR seeks proposals from qualified videographers or small production teams to produce a **5–7 minute historical legacy video** to premiere at the December 4, 2026 Anniversary Symposium and serve as a long-term communications asset.

Project Overview

This project will produce a concise, structured, archival-driven anniversary film highlighting:

- The Origins of Coastal Protection Efforts in Georgia
- The Development of SINERR in 1976
- Program Growth and Partnerships
- The Modern Reserve/ Reserve System
- Why the Reserve Matters/ ROI
- A Forward-looking Vision for the next 50 years

The video will primarily integrate existing archival materials and b-roll, supplemented by limited new interviews. This is not intended to be a full-length documentary, but rather a timeless short that serves as an introduction to the Reserve for the general public that may not be aware of SINERR and the Reserve System as a whole. Final product will be distributed by the Reserve.

Existing Media Assets

- Archival photographs
- Historical documents and imagery
- Limited existing b-roll footage
- Limited drone footage of marsh and coastal landscapes
- Event and program footage

Scope of Work:

Deliverable

- One (1) professionally edited 5–7-minute video
- Suitable for large-screen projection and online distribution

Required Elements

- Integration of archival photos and footage
 - 2–3 on-camera interviews (anticipated)
 - Basic motion graphics (titles, lower thirds, timeline transitions)
 - Licensed background music
 - Professional audio mixing
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Budget

The total available budget for this project is: **Not to exceed \$5,000**

This budget must include all costs, including filming, editing, music licensing, graphics, travel (if applicable), and revisions. Proposals exceeding \$5,000 will not be considered. Payment schedule is negotiable, but majority of funds must happen at delivery of product.

Proposal Should Include:

1. Cover Letter

- Brief summary of interest (1-2 sentences)
- Proposed start date
- Creative Approach (1–2 paragraphs max)
 - How you would structure the timeline
 - Approach to integrating archival materials
 - Visual style and tone
 - Editing workflow
- Rough Production Plan
 - Estimated filming schedule
 - Revision process with Reserve Staff
 - Timeline for draft and final delivery (must be before Dec 1st, 2026)
- Estimated Budget Breakdown

5. Qualifications

- Resume/CV with:
 - 2–3 relevant work samples
 - At least 2 references
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Submission Instructions

Submit proposals as a single PDF to Brittany Dodge at Brittany.dodge@dnr.ga.gov with the subject line: SINERR 50th Anniversary Video Proposal.

Application Deadline: May 31st, 2026