Request for Proposals

Video and Photography Services

PART 1

Annual Meeting 2027

- Produce one 45–60-second Annual Meeting (AM) 2027 promotional video/sizzle reel for social media, the GHSA website, and email promotions. Deliver both vertical and horizontal versions. The video should be engaging and fast-paced, building excitement for the event. GHSA can provide video footage and still images from previous conferences. Final versions are due by March 1, 2027.

- Record and produce up to twelve (12) marketing reels for AM 2027 featuring compilations of GHSA sponsors and members. Filming will take place onsite on December 14, 2026, during the GHSA Board/Sponsor reception in Washington, DC. The fully produced video is due January 30, 2027. The contractor will develop the content, subject to GHSA approval.

  Examples from previous years:
  https://youtube.com/shorts/VbibeMeyhps?feature=share

  https://youtube.com/shorts/--Ca5_8rneU?feature=share

  https://youtube.com/shorts/bIKrOU1iZHw?feature=share

- Record and produce up to six (6) distinct 2-minute videos highlighting AM 2027 *award winners*. Production will include separate remote interviews, B-roll footage and images, and motion graphics. The contractor will develop interview content with GHSA support and approval.

  Examples from 2026: https://www.youtube.com/playlist?list=PLHLLaz8OcXtU

- Provide onsite video services at the 2027 Annual Meeting, including:
  - Capture attendee experiences for social media and promotion of future Annual Meetings. The contractor will develop interview content with GHSA support and approval.
  - Capture B-roll footage for marketing and social media use.

GHSA Marketing

- Record and produce a 3–5-minute "GHSA 101" video to educate potential sponsors and the public about GHSA's activities. The contractor will develop the content with GHSA support and approval.
- Record and produce up to fifteen (15) 2–3-minute Associate Member Spotlight Videos highlighting GHSA Associate Members for use on the GHSA website and social media. The contractor will develop interview content with GHSA support and approval.

Ad Hoc Video Editing and Filming

- Provide editing services for special projects as needed, with filming available on an occasional basis. Projects may include filming a brief video with a VIP visiting the GHSA office or editing GHSA-provided footage and adding graphics for social media. GHSA will coordinate scheduling with the contractor and provide as much advance notice as possible.

PART 2

Podcast: The Intersection, hosted by Jonathan Adkins, GHSA CEO

Strategic Viewership Growth

- Broadly, GHSA is seeking guidance and expertise on how to best position the podcast and grow the audience as well as a contractor to handle all technical aspects as well as the marketing.
- Record and produce six to eight podcast episodes during the 2027 calendar year. The contractor is expected to recommend guests, and GHSA will give those recommendations strong consideration. The ability to engage high-level guests with demonstrated success in strategic and thought leadership, public policy, advocacy, authenticity, and/or public engagement is a priority.
- The contractor will provide scripts, coordinate logistics, and develop social media content, subject to GHSA approval.
- Develop a strategy to grow viewership across multiple podcast platforms, incorporating metrics and recommendations for increased audience engagement.

Examples of previous episodes: https://www.youtube.com/playlist?list=PLrxdyZgaoezLAsx-14ohkCqjbfAlXVnaE

PART 3

Photography: GHSA 2027 Annual Meeting

Services may include:

- Professional event photography coverage across four (4) days including general sessions, networking moments, keynote presentations, awards ceremonies, evening events, audience engagement, environmental venue shots, branding elements, and candid attendee interactions.
- Instant image delivery to opted-in attendees via personalized mobile galleries using app of photographer's choice.
- Final curated event gallery delivered to GHSA within two (2) business days after the end of the event.
- High-resolution images without branding or overlays included.
- Full licensing rights for GHSA's use.

Budget

The overall budget for all parts of this proposal combined should be in the range of $75,000-$100,000.

You may submit for one part or a combination of parts. Please provide a separate budget for each part and what discount would be provided to GHSA for awarding multiple parts of the proposal or the entire package.

Questions?

All questions should be submitted via email to GHSA Chief Communications Officer Caroline Cash at ccash@ghsa.org by COB Tuesday, November 10, 2026. Answers to questions received will be posted on the GHSA website by COB Friday, November 13, 2026, for all those submitting a proposal to review.

All proposals should be submitted via email to GHSA Chief Communications Officer Caroline Cash at ccash@ghsa.org before 5 p.m. Eastern on Friday, November 20.