



**northern
community
land trust**

REQUEST FOR PROPOSALS

Videography and Video Production Services

Northern Community Land Trust Society (NCLTS)

Whitehorse, Yukon

Closing Date: August 7, 2026

Submission Email: northerncommunitylandtrust@gmail.com

1. Organization Overview

The **Northern Community Land Trust Society (NCLTS)** is a Yukon-based non-profit organization dedicated to creating and stewarding community-owned affordable housing in the North. We are advancing the Community Land Trust (CLT) model in the Yukon through sustainable development, community partnership, and demonstration of housing solutions that are beautiful, energy-efficient, and permanently affordable.

Our flagship project, **Project 1096**, represents the first Community Land Trust development in the Yukon—a 32-unit affordable home ownership development in Whistle Bend, Whitehorse. Through this and future projects, NCLTS is building a portfolio of CLT housing that serves the housing needs of Yukon communities.

2. Project Overview

2.1 Objective

NCLTS seeks a qualified videographer/video production professional to create high-quality, impact-focused video content that showcases the work of NCLTS and demonstrates the outcomes of our affordable housing initiatives. The primary goal is to capture authentic stories from contractors and new residents that highlight the value, process, and impact of CLT housing development in the Yukon.

2.2 Purpose of Video Content

Video content will be used for:

- Website and organizational visibility (northernclt.ca)
- Social media campaigns (Facebook, Instagram, LinkedIn, YouTube)
- Stakeholder and funder engagement
- Educational and outreach events
- Knowledge sharing within the housing development community
- Demonstrating impact to government and community partners

2.3 Target Audience

- **Primary:** Affordable housing developers, funders, government partners, policy makers, and housing professionals
 - **Secondary:** Potential homebuyers, community members, and Yukon residents interested in affordable housing
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3. Scope of Work

3.1 Video Content Requirements

NCLTS is requesting proposals to produce **3–5 short-form videos**, each **2–4 minutes in length**, featuring:

Video Concept 1: Contractor Spotlight (1–2 videos)

- Interviews with Project 1096 contractors highlighting their work, innovations, and commitment to energy efficiency and sustainable building
- Footage of construction/renovation work, finished units, or project completion milestones
- Discussion of challenges overcome and lessons learned in the Yukon context

Video Concept 2: Resident Story (1–2 videos)

- Interviews with Project 1096 homeowners sharing their housing journey, experiences, and outcomes
- Footage of residents in their homes (interior and exterior)
- Discussion of affordability impact, community, and future aspirations

Video Concept 3: Project Overview or Impact Summary (1 video – optional)

- A 3–4 minute overview of Project 1096, the CLT model, and NCLTS's mission
- Combination of interviews, B-roll, and graphics/text overlays
- Suitable for website homepage or introductory use

3.2 Production Specifications

- **Format:** HD 1080p minimum; 4K preferred if feasible within budget
- **Aspect Ratio:** 16:9 (suitable for web, social media, and presentation)
- **Audio:** Professional quality with clear dialogue; background music/soundscapes as appropriate
- **Color Grading:** Professional color correction and grading
- **Captions/Subtitles:** Hard-coded or easily burned-in captions for social media accessibility
- **Deliverables:** Master files in multiple formats suitable for web (MP4), social media (mobile-optimized), and archive

3.3 Production Services Included

Proposals should clearly define the scope of services to be provided, which may include:

- Pre-production planning, shot lists, and logistics coordination
- Location scouting and coordination with NCLTS, contractors, and residents
- Videography (camera operation, lighting, audio capture)
- Interviews and directing talent
- B-roll and supplementary footage
- Post-production editing, color grading, and sound design
- Graphics, titles, and text overlays (if applicable)
- Captions/subtitle creation
- Revisions and feedback iterations (specify number of revision rounds)

4. Project Timeline

- **RFP Closing Date:** August 7, 2026
- **Vendor Selection:** August 28, 2026
- **Project Start:** September 1, 2026 (or negotiated)
- **Production Phase:** September 1 – October 16, 2026 (flexible, weather-dependent)
- **Post-Production & Delivery:** November 13, 2026
- **Final Approval & Payment:** November 30, 2026

Flexibility: NCLTS recognizes that videography in Yukon communities requires weather considerations and scheduling coordination. Timelines may be adjusted by mutual agreement.

5. Budget and Pricing

NCLTS anticipates a budget range of **\$8,000–\$15,000 CAD** for this project, depending on scope, complexity, and vendor experience. Vendors are encouraged to propose within or near this range, with clear itemization of costs.

Pricing should include:

- All videography and production labor
- Equipment rental (if applicable)
- Travel to shooting locations within Whitehorse (or other Yukon communities if applicable)
- Post-production services
- All deliverables in agreed formats

Additional costs (if any) such as extended travel, accommodation, or specialized equipment should be clearly outlined separately.

6. Vendor Requirements

6.1 Required Qualifications

- Proven experience in professional videography and video production (minimum 3 years)
- Demonstrated experience with interview-based or documentary-style video content
- Experience producing video for non-profit organizations, community projects, or social impact storytelling (preferred)
- Proficiency in video editing software (Adobe Premiere Pro, Final Cut Pro, or equivalent)
- Strong portfolio of completed video work demonstrating quality, creativity, and technical proficiency
- Ability to work collaboratively with community stakeholders and organizational staff
- Understanding of social media video formats and optimization

6.2 Desired Qualifications

- Experience working with Indigenous communities or decolonial approaches to storytelling
- Knowledge of Yukon communities and context
- Experience with 4K production
- Graphic design or motion graphics capability
- Experience with impact-focused or grant documentation videos
- References from non-profit or community-based organizations

6.3 Equipment and Insurance

- Professional-grade videography equipment capable of producing HD 1080p minimum
- Professional liability insurance (minimum \$2 million CAD recommended)
- Proof of insurance to be provided upon selection

7. Proposal Requirements

Vendors should submit a proposal (maximum 5 pages, excluding cover page and references) that includes:

7.1 Cover Page

- Company/individual name
- Contact person, email, phone number
- Location/base of operations
- Proposal submission date

7.2 Company Overview

- Brief description of your videography business and relevant experience
- Years in business and areas of specialization
- Team members and their roles
- Why you are well-suited for this project

7.3 Relevant Experience

- Minimum 3 examples of past projects similar in scope and style (interviews, community stories, non-profit content, etc.)
- For each example, provide:
 - Project title and brief description
 - Client organization name and contact information
 - Link to video (YouTube, portfolio site, etc.) or attachment
 - Your role and contributions
- Client testimonials or references (minimum 2)

7.4 Proposed Approach

- Your vision for this project and approach to interviewing/storytelling
- Proposed shot list, locations, and production style
- How you would approach working with contractors and residents
- Your process for incorporating NCLTS feedback

7.5 Production Plan and Timeline

- Proposed timeline for pre-production, production, and post-production phases
- Key milestones and deliverable dates
- Assumptions about production conditions (e.g., weather, scheduling)
- Revision and approval process

7.6 Detailed Budget and Pricing

- Itemized fee schedule (labor, equipment, post-production, deliverables, etc.)
- Any additional costs or contingencies
- Payment schedule (e.g., % upon signing, % upon completion)

7.7 Technical Specifications

- Equipment to be used (camera, audio, lighting, editing software)
- Proposed video specifications (resolution, frame rate, codec, file formats for delivery)
- Audio and color grading approach

7.8 Availability and Logistics

- Your availability for the proposed timeline
- Any constraints or special requirements
- Your familiarity with or experience in Yukon communities

8. Selection Criteria

Proposals will be evaluated based on the following criteria (weighted):

Criterion	Weight
Relevant Experience and Portfolio Quality	30%
Understanding of Project and Proposed Approach	25%
Technical Proficiency and Production Plan	20%
Cost and Value for Money	15%
References and Client Feedback	10%

9. Intellectual Property and Deliverables

All video content produced will become the **exclusive property of NCLTS** upon final payment. The videographer retains the right to include the work in their professional portfolio with NCLTS's permission.

Final Deliverables

Upon project completion, the vendor will provide:

- Final edited videos in multiple formats (MP4 for web, mobile-optimized versions for social media)
- Master files and project files (for future edits or archival)
- Captions/subtitle files (SRT or similar format)

- High-resolution thumbnail images or stills from each video
 - Metadata and documentation (shot lists, release forms, etc.)
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10. Submission Instructions

Deadline

Proposals must be received by 5:00 PM YST on August 7, 2026.

Submission Method

Submit proposals as **one PDF document** to:
northerncommunitylandtrust@gmail.com

Subject Line: "NCLTS Videography RFP Proposal – [Your Name/Company]"

Late Submissions

Late submissions will not be accepted. Vendors are encouraged to submit early.

11. Evaluation and Selection Process

1. **Closing Date (August 7):** RFP closes at 5:00 PM YST
 2. **Preliminary Review (August 10–14):** NCLTS staff and Board review proposals for completeness
 3. **Detailed Evaluation (August 17–21):** Proposals scored against selection criteria; top 2–3 candidates identified
 4. **Interviews (August 24–28):** Finalists invited for brief phone/video conversation to discuss approach and answer questions
 5. **Vendor Selection (August 28):** NCLTS Board approves final vendor selection
 6. **Notification (August 31):** All vendors notified of decision; selected vendor contacted to finalize agreement
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12. Contract and Insurance

The selected vendor will be required to sign an agreement outlining:

- Scope of work and deliverables
- Budget and payment schedule
- Timeline and milestones
- Intellectual property ownership
- Confidentiality and privacy obligations (regarding resident interviews)
- Insurance requirements

Insurance: Proof of professional liability insurance will be required before contract execution.

13. Questions and Contact Information

For questions about this RFP, please contact:

Northern Community Land Trust Society

Email: northerncommunitylandtrust@gmail.com

Website: northernclt.ca

RFP Coordinator: Sarah Newton - sarah.ashley.n@gmail.com

Email Response Timeline: Questions should be submitted by July 31, 2026 for response by August 3, 2026.

14. General Terms

- NCLTS reserves the right to accept or reject any or all proposals
 - NCLTS reserves the right to request additional information or clarification
 - Submission of a proposal does not guarantee consideration or selection
 - Vendors agree to keep proposal costs and bid information confidential
 - All applicants will be notified of the final decision
 - This RFP does not obligate NCLTS to enter into an agreement with any vendor
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15. Acknowledgment

Thank you for your interest in supporting NCLTS's mission to create permanently affordable housing in the Yukon. We look forward to reviewing your proposal and working with a talented videographer to tell the stories of our community and impact.

Prepared by: Northern Community Land Trust Society

Date: July 2026

RFP Version: 1.1