



**GUN LAKE
CASINO™**

TRIBAL HISTORY VIDEO RFP

ISSUED 09/23/2019

Background

The Match-E-Be-Nash-She-Wish Band of Pottawatomí Indians (Gun Lake Tribe) is part of the historic Three Fires Confederacy, an alliance of the Pottawatomí (Bodewadmi), Ottawa (Odawa) and Chippewa (Ojibwe). Tribal Nations in the Great Lakes region are also known as the Neshnibek, or original people.

The Gun Lake Tribe has come from humble beginnings with only a few key employees, to a fully-functioning Tribal Government housed at a beautiful government campus in Bradley, MI, that serves as the Tribal Nation's Capital. Each day, the employees of the Gun Lake Tribal Government and the Tribal Council work toward improving the lives of Tribal Citizens and their families. The Tribe is also focused on continuing to provide education and information about the history and culture of the Match-E-Be-Nash-She-Wish Band of Pottawatomí Indians so that these traditions and beliefs may continue to be passed down to future generations.

Gun Lake Casino is owned by the Match-E-Be-Nash-She-Wish Band of Pottawatomí.

Gun Lake Casino is located off Exit 61 on U.S. 131, halfway between Grand Rapids and Kalamazoo, MI. The casino features over 2,200 slot machines, 47 table games, a 14-table poker room, a 225-seat café, and a 300-seat buffet, along with multiple bars, lounges, and live entertainment.

This RFP is for interested bidders to submit their qualifications to produce a video that celebrates the history of the Tribe and promotes education and information about the culture. Following is list of details and deliverables. While we have made an attempt to make the list as complete a reflection of our needs as possible, RFP respondents should understand other needs may arise as needed to produce the full project.



- **RFP DELIVERABLES**

- **Overview:**

- 10-15 minute video that promotes education and information about the history and the culture of the Tribe.
 - The video must be established in modules that can be added to or removed easily when future updates are needed.
 - RFP should include pricing for all Video, Audio, Graphic Design, and Production editing required to produce the video.
 - The final product must be movie quality with all video footage provided on a hard-drive upon completion.
 - A sample of a previous video can be found on YouTube at the following location:
<https://www.youtube.com/watch?v=rHoLy1TyvpU>

- **Key Focus:**

- Tribal History and Culture
 - Tribal Language
 - Recent struggles since the Supreme Court ruling and reaffirmation act.
 - Positive economic impact on the local area (job creation, revenue sharing, etc.)

- **Outline and Script:**

- A detailed outline is available below. The approved script will be provided to the final selected partner.

- **Narration:**

- A voice has been selected. Estimated cost talent fee, recording the audio, and editing should be included in the RFP.
 - Note: the selected voice may be travelling requiring audio recording to be recorded out of state.

- **Film Locations:**

- Suggested locations for recording video footage include:
 - **Gun Lake Tribe**
 - 2872 Mission Dr.
 - Shelbyville, MI 49344
 - **Gun Lake Tribe HHS Clinic**
 - 2880 Mission Dr.
 - Shelbyville, MI 49344
 - **Gun Lake Tribe Public Safety**
 - 2869 Mno Bmadzewen Dr.
 - Shelbyville, MI 49344
 - **Gun Lake Tribe Settlement**
 - No specific address, but located here -
<https://www.google.com/maps/place/42%C2%B03>



[7'22.8%22N+85%C2%B036'57.6%22W/@42.623,-85.6181887,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x0!8m2!3d42.6230072!4d-85.6160068?hl=en-US](https://www.google.com/maps/@42.623,-85.6181887,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x0!8m2!3d42.6230072!4d-85.6160068?hl=en-US)

- **Camp Jijak**
 - 2558 20th St.
 - Hopkins, MI 49328
- **Luella Collins Community Center**
 - 419 126th Ave.
 - Wayland, MI 49348
- **Downtown Kalamazoo Reservation Line**
 - E. Paterson St. & Riverview Dr. (for example)
- **Bradley Indian Mission (Bradley United Methodist Church)**
 - 695 128th St.
 - Shelbyville, MI 49344
- **Salem Indian Mission (Salem United Methodist Church)**
 - 3644 28th St.
 - Hopkins, MI 49328

Schedule

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|------------------------------------|--------------------|
| RFP issued: | September 23, 2019 |
| Electronic submission of RFPs due: | September 30, 2019 |
| Partner Selected: | October 7, 2019 |
| Round 1 Video: | November 5, 2019 |
| Final Product Complete: | November 19, 2019 |

Business Information

Please provide the following information. Format is at the discretion of the respondent. Please deliver electronic response by 5pm September 30, 2019 via email or file transfer to Jeffrey.LaFrance@GunLakeCasino.com

General Business Information

- Company name
- Address(es)
- Phone Number
- URL
- *Business contact for this RFP*

Business Ownership

- Please indicate list of principals if applicable

- Please indicate if your business has been licensed previous by GLC Tribal Gaming Commission or other gaming regulatory body

Client base

- Please list three (3) businesses you are currently partnered with, and three (3) that you have previously partnered with.

Creative services

- Please discuss your businesses creative and design capabilities.
- Please list any business and/or creative staff expertise as it relates to educational, informational, or inspirational messaging.

Production services

- Please indicate your production department's experience producing high-quality modular videos as described in the RFP.
 - Include experience with different types of video and audio equipment.
 - Please provide:
 - Three (3) sample videos that are represent your work and could be similar to the project outlined in this RFP.
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Pricing exercise

Please develop a proposed fee for all services outlined in the background section of this document. In addition, please provide an hourly rate for all out-of-scope items that could arise through the development process.

Any bidder seeking Indian Preference must provide evidence that it is not less than fifty-one (51) percent Indian-owned and controlled. If you are seeking Indian Preference, please contact the Chairperson of the Indian Preference Committee, Amanda Sprague, at (269) 397-1630 to receive a pre-qualification packet.