

# Cornell Cooperative Extension

## Oneida County Public Market

Beth Irons  
121 Second St.  
Oriskany, NY 13424  
t. 315 736-3394  
e. [egi3@cornell.edu](mailto:egi3@cornell.edu)

March 1, 2021

Cornell Cooperative Extension of Oneida County will be accepting Requests For Proposals (RFP) under a USDA Farmers Market Promotional Program Grant. We are seeking professional video services as follows:

1. :15 and :30 promotional commercials suitable for social media posting
  - a. Annual refresh of clips (2020-2022)
  - b. Subject of shopping at Public Market while supporting local agricultural and artisan partners
  - c. Videos to be refresh/reshot for each year through 2022
2. Video: "Follow the Farmer"
  - a. Follow participating farmer through process of preparing for a day at the Public Market
  - b. Length of film to be determined based on professional recommendations and availability of footage
3. Video: "A Day With the Oneida County Public Market"
  - a. Positioning a time lapse camera on Union Station to take shots of the Market space from 6:00am to 2:00pm
  - b. Compose a finished film showing a market day from beginning to end
  - c. Length to be determined based on professional recommendation and availability of photos

Cornell Cooperative Extension Oneida County and the Oneida County Public Market will retain all rights to all video footage shot at the Oneida County Public Market with the final cut of all interview video, B roll footage, still photos, and all other promotional videos for all public and private use.

Proposals must be submitted **via email** to [egi3@cornell.edu](mailto:egi3@cornell.edu) no later than close of business Monday, March 26, 2021 at 4:30 PM. Upon acceptance of proposal, be prepared to submit a certificate of insurance including professional liability insurance and Workers Compensation. Contact Beth Irons at 315-736-3394 ext. 103 or by email with questions. Thank you.

Beth Irons, Farmers Market Promotional Program Project Director

Cornell Cooperative Extension is an equal employer and educator recognized for valuing AA/EEO, Protected Veterans and Individuals with Disabilities and provide equal program and employment opportunities.

*Building Strong and Vibrant New York Communities*

Diversity and Inclusion are a part of Cornell University's heritage. We are a recognized employer and educator valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.