

## Call for Interest

### Qualified Suppliers: Video Production and Videography Services

**QUALIFIED SUPPLIER POOL NOTICE:** This Call for Interest will establish a qualified supplier pool for videography services **AND** address immediate SRHF project needs (April–August 2026). This CFI will remain open until December 31, 2026.

This Call for Interest will remain open until **December 31, 2026**, after which it will be reviewed and refreshed for the following year. Qualified suppliers added during this period will remain in the pool unless removed due to performance issues or at their own request.

The CAM head office is located in Montreal, QC, thus travel to the head office may be required.

#### 1. Background

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) and the National Council of Indigenous Midwives (NCIM) are seeking proposals from qualified videographers to establish a pool of qualified suppliers for ongoing video production needs across multiple organizational functions.

Videography services are required for:

- (1) online learning courses (CAM Learns/ACSF Apprend),
- (2) public awareness and health literacy campaigns,
- (3) advocacy and policy communications,
- (4) event coverage and documentation,
- (5) organizational storytelling and impact videos, and
- (6) social media content.

Qualified suppliers may be contacted for future projects throughout the year without requiring a new competitive procurement process. This Call for Interest will remain open until December 31, 2026, after which it will be refreshed for 2027.

#### 2. Organizational Background

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our work is focused on ensuring more equitable access to high quality sexual, reproductive, and newborn midwifery services in Canada and globally.

The National Council of Indigenous Midwives (NCIM) mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. NCIM advocates for the restoration of midwifery education, the provision of midwifery services, and choice of birthplace for all Indigenous communities consistent with the U.N. Declaration on the Rights of Indigenous Peoples. Our programming is funded by

Government of Canada departments and agencies (Health Canada, Global Affairs Canada), private donors, UN agencies, and operational funding. Video content supports our work across professional education, public awareness, advocacy, and community engagement.

### **3. Project Background**

#### **3.1 Immediate Project Opportunity (April - August 2026):**

CAM has launched a new initiative funded through the Sexual and Reproductive Health Fund (SRHF), aimed at advancing reproductive health equity in Canada. This project requires videography services to film and edit 9-11 short video clips featuring midwives and healthcare professionals discussing key themes in sexual and reproductive health.

Project specifications:

- Interview-style videos (Subject Matter Experts, midwives, healthcare professionals)
- On-site filming at multiple locations (Montreal, QC; Toronto, ON, etc.)
- Video editing services (initial cuts and final edited videos)
- Deliver raw footage and edited content suitable for e-learning integration

Estimated budget for SRHF project: \$8,000 - \$12,000 CAD (inclusive of taxes, equipment, travel)

#### **3.2 Ongoing Videography Needs:**

Beyond the SRHF project, qualified suppliers may be contacted for various videography needs including: educational course content, public awareness campaigns, advocacy videos, conference and event coverage (including NCIM Annual National Forums), organizational storytelling, social media content, and documentary-style projects. Project scopes range from single short videos (\$2,000-\$5,000) to comprehensive multi-video series (\$15,000-\$30,000).

### **4. Objectives and Scope of Work**

The objective of this work is: To establish a qualified supplier pool of videographers who can support CAM and NCIM ongoing video production needs across educational content, public awareness campaigns, advocacy, events, and organizational communications.

Typical deliverables from qualified suppliers include:

- a) Professional filming (on-site, remote, hybrid)
- b) Interview-style and testimonial videos
- c) Educational and e-learning content

- d) Event coverage and documentation
- e) Short-form social media content
- f) Video editing and post-production
  - a. Animation and motion graphics (if applicable)
  - b. Closed captioning (English/French) (if applicable)

## **5. Consultant Requirements, Qualifications & Skills**

Required Qualifications:

- a) Bilingual capacity (English/French)
- b) Minimum three (3) years professional videography experience
- c) Demonstrated experience with interview-style and educational content
- d) Professional-grade equipment (camera, audio, lighting)
- e) Video editing software proficiency (Adobe Premiere Pro, Final Cut Pro, or similar)
- f) Portfolio demonstrating quality and range
- g) Ability to work independently and collaboratively
- h) Strong project management and organizational skills
- i) Closed captioning and accessibility services (English/French)

Additional Assets:

- a) Experience in healthcare, non-profit, or educational sectors
- b) Experience with sensitive/trauma-informed content
- c) Culturally safe and trauma-informed approach
- d) Animation or motion graphics abilities

## **6. Budget & Suggested Timeline**

Offerors should propose a budget appropriate to the scope of work. For the SRHF project, the estimated budget is \$8,000 - \$12,000 CAD inclusive of all taxes, equipment, and travel expenses.

For the SRHF project, filming is expected to occur between April to June 2026, with editing and final delivery by August 2026. Specific timelines for future projects will be negotiated on a case-by-case basis.

Typical budget ranges for future projects:

- Small projects (1-3 videos, single location): \$3,000 - \$6,000 CAD
- Medium projects (4-10 videos, multiple locations): \$8,000 - \$15,000 CAD
- Large projects (10+ videos, extensive editing): \$15,000 - \$30,000 CAD

## 7. Submission Instructions

**Proposal content requirement:** Applicants should submit a complete proposal including:

### 7.1 Technical Proposal including:

- a) Videographer/Company profile (legal name, business registration, contact information, years in practice)
- b) Relevant videography experience and specializations
- c) Equipment capabilities (camera, audio, lighting, editing software)
- d) Portfolio: Provide links to 3-5 video samples demonstrating range and quality
- e) Minimum two (2) references with contact information and project details
- f) Description of any additional services (motion graphics, captioning, etc.)

### 7.2 Narrative Proposal:

- a) Methodology and approach to video production
- b) Project management and quality assurance processes
- c) Understanding of CAM/NCIM mission and approach to sensitive/culturally safe content

### 7.3 Financial Proposal:

- a) Rate structure (day rate, hourly, per video, or project-based)
- b) Clear breakdown of what is included in rates
- c) Additional costs (travel, accommodation, extra services)
- d) Discounts available for non-profit organizations
- e) Flexible payment options (advance payment, progress payments, final payment)
- f) Sample quote for the SRHF project with filming in multiple locations across Canada (9-11 videos, multiple locations)

Conflict of Interest Declaration:

Applicants must declare any actual, potential, or perceived conflicts of interest that could affect their ability to provide objective services.

#### **7.4 References:**

Minimum two (2) professional references with corresponding work samples. For each reference provide:

- a) Contact Name (full name)
- c) Organization/Company Name
- d) Email Address
- e) Phone Number
  
- g) Project Description (brief overview of the work completed)
- h) Project Dates (start and end dates)
- l) Work Sample(s) from this Project (provide links)

**7.5 Language of Proposal:** Proposal may be submitted in either English or French. However, the offeror must be able to hold meetings, present information, and produce documents and reports in English and French.

**7.6 Questions:** Questions regarding the current Call for Interest may be submitted in writing via e-mail no later than **Wednesday April 8, 2026 at 5:00 PM EST**, to Dave Musonge, Procurement Administrative Assistant at: [dmusonge@canadianmidwives.org](mailto:dmusonge@canadianmidwives.org)

#### **8. Instructions for Submission of Proposals**

##### **8.1 For Immediate SRHF Project Consideration:**

Proposals for the immediate opportunity (see section 3.1) must be received no later than Monday April 20th at 5:00 PM EST, by Dave Musonge, Procurement Administrative Assistant at: [dmusonge@canadianmidwives.org](mailto:dmusonge@canadianmidwives.org)

Please submit your proposal electronically in PDF format.

- Subject line: Qualified Supplier Application - Videography SRHF
- Filename: VideographerName\_QualifiedSupplier\_Videography\_YYYYMMDD

***Note: Any proposal received after the above date and time will not be considered for the immediate opportunity (see section 3.1), but will be entered into our supplier pool.***

##### **8.2 For Ongoing Qualified Supplier Pool (after SRHF deadline):**

Proposals must be received no later than Thursday December 31, 2026 at 5:00 PM EST, by Dave Musonge, Procurement Administrative Assistant at: [dmusonge@canadianmidwives.org](mailto:dmusonge@canadianmidwives.org)

- Subject line: "Qualified Supplier Application - Videography Services"
- Filename: VideographerName\_QualifiedSupplier\_YYYYMMDD

Questions regarding this Call for Interest may be submitted in writing via email to Dave Musonge (dmusonge@canadianmidwives.org) no later than Wednesday December 1, 2026 at 5:00 PM EST

## **9. Evaluation criteria and process**

Offers will be evaluated based on the following criteria. Additional sub-criteria that logically fit within a particular evaluation criterion may also be considered even if not specified below.

### **Technical Evaluation (60 points):**

- a) Qualifications and Experience (15 points)
- b) Equipment and Technical Capabilities (15 points)
- c) Work Methodology and Approach (15 points)
- d) Alignment with CAM/NCIM Mission (15 points)

### **Past Performance Evaluation (20 points):**

- a) Portfolio Quality (10 points)
- b) Reference Quality and Client Feedback (10 points)

### **Financial Evaluation (20 points):**

- a) Cost Competitiveness (15 points)
- b) Budget Transparency (5 points)

### **Total: 100 points**

Financial proposals will be evaluated using a relative pricing formula where the lowest compliant bid receives maximum points:  $\text{Financial Score} = (\text{Lowest Bid} \div \text{Proponent's Bid}) \times 15$

Following evaluation of proposals, shortlisted videographers may be invited to participate in a virtual interview and portfolio review via MS Teams or Zoom.

### **Notes:**

- Factors are listed by importance.
- CAM/ACSF will always consider the best value for money.
- CAM/ACSF is a non-profit organization. Offerors should provide all discounts available to CAM/ACSF based on its status as a non-profit organization.
- CAM/ACSF may, during the evaluation process, also contact any Proposer to clarify any response or request revised or additional information.
- Following the review of Proposals, the qualified Offerors may be invited to participate in an interview. If held, interviews will be conducted virtually via MS Teams or Zoom.

#### **10. AWARD AND GENERAL DISCLAIMER**

- The successful bidder(s) for the immediate SRHF opportunity will be awarded a contract for videography services, with filming expected April–June 2026 and final delivery by August 2026.
- All other qualified applicants will be added to CAM/NCIM's Qualified Supplier pool for future videography opportunities throughout 2026.
- Issuance of this Call for Interest does not constitute an award commitment on the part of CAM/NCIM nor does it commit CAM/NCIM to pay for costs incurred by bidders for preparation and submission of proposals.
- CAM/NCIM reserves the right to select a proposal in whole or in part, or not to select any proposal, in accordance with the best interests of the organizations.
- CAM/NCIM may during the evaluation process contact any proposer to clarify any response.
- Being added to the Qualified Supplier pool does not guarantee future work or contracts. Each project opportunity will be evaluated based on specific needs, budget availability, geographic requirements, and supplier availability.
- This Call for Interest will remain open until December 31, 2026. At year-end, CAM/NCIM will review the qualified supplier pool, update requirements as needed, and issue a refreshed Call for Interest for 2027.