

COUNTY OF ROCKLAND  
Department of General Services  
Purchasing Division

# Contract Award Notification

Title: **Video Production, Live Streaming and Broadcast Services  
– Qualified Suppliers List**

Contract Period: **April 1, 2026, through March 31, 2027, w/ (4) 1-year options**

Original Date of Issue: 03/27/2026

Date of Revision:

**BID No: RFP-RC-2026-005**

**Catalog: Special Request**

Authorized Users: United States Agencies, Other States & Political Subdivisions Therein,  
Local Governments, School Districts & Non-Profit Agencies

Address Inquiries To:

Name: Claudia Moodie  
Title: Purchaser II  
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### Description

This is a Qualified Supplier List (QSL) capable of providing professional video production, live streaming, broadcast services, podcast production and editing on an as-needed basis.

Contract #	Vendor Number	Contractor & Address	Telephone No.
RFP 26-005	0000030273	Anthony Valentine Productions, LLC dba AVP.Live 3600 Rte 66, Ste 150 Neptune, NJ 07753 Contact: Anthony Reda <a href="mailto:anthony@avp.live">anthony@avp.live</a>	848-279-9164
RFP 26-005-A	000023582	BBG&G Advertising, Inc 3020 Route 207, Suite 101 Campbell Hall, NY 10916 Contact: Deborah Garry <a href="mailto:deborahgarry@bbggadv.com">deborahgarry@bbggadv.com</a>	845-615-9084
RFP 26-005-B	0000030274	C&A Digital 1 North Broadway, Ste 1401 White Plains, NY 10601 Contact: Elena T. Rivera, MBA <a href="mailto:eriveracheek@cadigitalny.com">eriveracheek@cadigitalny.com</a>	914-607-7888

RFP 26-005-C	0000030275	Crescent Beach Productions, Inc. 517 Rte 111, Ste 103 Hauppauge, NY 11788 Contact: Michael Mediavilla <a href="mailto:accounting@cbprod.com">accounting@cbprod.com</a>	631-588-6600
RFP 26-005-D	0000030278	DeAlessi Enterprises, Inc. dba Fuerza Strategy Group 2 Ridgedale Ave., Ste 208 Cedar Knolls, NJ 07927 Contact: Alex Pallis <a href="mailto:alex@fuerzastrategy.com">alex@fuerzastrategy.com</a>	973-722-2298
RFP 26-005-E	0000030276	Digital Realm Agency, LLC 29 Green Street Kingston, NY 12401 Contact: Michelle Michalko <a href="mailto:michelle@digitalrealmagency.com">michelle@digitalrealmagency.com</a>	617-435-5148
RFP 26-005-F	0000030277	Engaging New Media, LLC 160 Hilton Ave, Ste D6 Hempstead, NY 11550 Contact: Erika MacDonald <a href="mailto:erikam@engagingnewmedia.com">erikam@engagingnewmedia.com</a>	347-762-5751
RFP 26-005-G	0000030279	Firstline Creative & Media, LLC 8215 Roswell Rd, Bldg 1000 Atlanta, GA 30350 Contact: Edgar E. Gomez Lugo <a href="mailto:edgar@firstlinecreative.com">edgar@firstlinecreative.com</a>	404-605-0791
RFP 26-005-H	0000029380	Moving Pictures Audio & Video Productions Inc. 50 Mahopac Ave Amawalk, NY 10501 Contact: Dave Venturin <a href="mailto:daveventurini@mac.com">daveventurini@mac.com</a>	914-403-4123

COUNTY OF ROCKLAND  
DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION

GENERAL INSTRUCTIONS

HOW TO USE

QUALIFIED SUPPLIER LISTS



**COUNTY OF ROCKLAND**  
**DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION**

**OVERVIEW**

Qualified Supplier lists are lists of suppliers who have satisfied certain preconditions to supply particular services to County Departments on an ongoing or intermittent basis. A Supplier gains inclusion on a Qualified Suppliers list by responding to an official Request for Proposal that is advertised locally and nationally. Inclusion on a Qualified Supplier List is no guarantee that a vendor will receive work. Qualified Supplier lists are open for new applicants at least annually or continuously if an unmet need arises.

**Contracting Process**

Formal contracts are negotiated and signed with suppliers that detail the services offered providing guaranteed not-to-exceed hourly rates by specialty. When a County Department needs the services of a firm on a Qualified Supplier List, they follow the following procedures:

**1. When contract is less than \$20,000**

- “Buy direct” from any supplier on the Qualified Supplier List.
- Document the reasonableness of price and that the proposal satisfies the procurement requirements.
- Provide the Purchasing Division with complete backup concerning the suppliers contacted, bids/quotes received, and vendor selection.
- Enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project. The Purchasing Division will not issue a Purchase Order until all required documentation that justifies the request is received.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

**2. When contract is between \$20,000 - \$50,000**

- The user department shall solicit written bids/quotes from a **Minimum of Three** suppliers under the applicable Qualified Supplier List.
- Document the supplier selection process and detail the reasons for vendor selection.
- Document the reasonableness of price compared to all bids/quotes received.
- Document that the proposed statement of work satisfies the procurement requirements.

## COUNTY OF ROCKLAND

### DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION

- Provide the Purchasing Division with complete backup concerning the suppliers contacted, bids/quotes received, scoring of proposals, and vendor selection.
- Enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project. The Purchasing Division will not issue a Purchase Order until all required documentation that justifies the request is received.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

#### **3. When contract is between \$50,000 - \$100,000**

- The user department shall contact the Purchasing Division and the Purchasing Division shall solicit written bids/quotes from all suppliers under the applicable Qualified Supplier List.
- Document the supplier selection process and detail the reasons for vendor selection.
- Document the reasonableness of price compared to all bids/quotes received.
- Document that the proposed statement of work satisfies the procurement requirements.
- Complete backup concerning the suppliers contacted, bids/quotes received, scoring of proposals, and vendor selection will be maintained in the contract file.
- After the Purchasing Divisions approves the selection of a vendor, the user department will enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

#### **4. When contract is over \$100,000**

- A Qualified Suppliers List cannot be used, and a project specific Request for Proposal must be issued.

# Cost Proposal: RFP-RC-2026-005

Submitted by: AVP.Live

Date: March 5, 2026

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In accordance with the requirements of RFP-RC-2026-005, the following cost proposal is submitted for consideration. All rates are inclusive of labor, overhead, administrative costs, profit, and all indirect costs.

## Cost Proposal Template

Services	Description	Hourly/Day Rate (\$)
<b>Pre-production services</b>	Creative consultation, scriptwriting, storyboarding, site surveys, technical planning, and run-of-show development.	See Detailed Breakdown
<b>Production/Live Event Services</b>	All-inclusive half-day (5-hour) and full-day (10-hour) packages for single-camera, two-camera, and multi-camera live events. Includes all necessary personnel and equipment for on-site production.	From \$1,850 (half-day, 1-camera) to \$8,900 (full-day, multi-camera)
<b>Live Streaming and Broadcast</b>	Professional live streaming to multiple platforms (YouTube, Facebook, County website) with broadcast-quality encoding, bonded cellular internet for reliability, and on-screen graphics.	Included in Production Packages
<b>Post-production services</b>	Video editing, motion graphics, color grading, sound mixing, and creation of ADA-compliant captions.	See Detailed Breakdown
<b>Equipment and Technology</b>	All professional-grade equipment (cameras, audio, lighting, streaming encoders) is included in our service packages. We do not offer standalone equipment rentals.	Included in Service Rates
<b>Personnel and Labor</b>	All labor costs for our professional, experienced personnel are included in our hourly and package rates.	See Detailed Breakdown

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## Detailed Cost Breakdown

As required, the following is a detailed cost breakdown of the above services, listing titles/roles and their corresponding all-inclusive hourly rates. These rates form the basis for all our package pricing and task-based quotes.

### Personnel and Labor Hourly Rates

All rates are for a standard 10-hour workday. Work beyond 10 hours in a single day is billed at 1.5x the hourly rate.

<b>Title/Role</b>	<b>All-Inclusive Hourly Rate (\$)</b>	<b>Primary Service Category</b>
<b>Project Manager</b>	\$85.00	Pre-production, Production
<b>Creative Director</b>	\$95.00	Pre-production
<b>Technical Director</b>	\$90.00	Production/Live Event Services
<b>Streaming/Encoding Engineer</b>	\$70.00	Live Streaming and Broadcast
<b>Camera Operator</b>	\$65.00	Production/Live Event Services
<b>Audio Engineer (A1)</b>	\$75.00	Production/Live Event Services
<b>Audio Technician (A2)</b>	\$55.00	Production/Live Event Services
<b>Lighting Director</b>	\$70.00	Production/Live Event Services
<b>Lighting Technician</b>	\$50.00	Production/Live Event Services
<b>Video Editor</b>	\$75.00	Post-production services
<b>Motion Graphics Designer</b>	\$85.00	Post-production services
<b>Production Assistant</b>	\$40.00	Production/Live Event Services

## Service Rate Details

- **Pre-production services** are billed based on the hourly rates of the personnel involved (e.g., Project Manager, Creative Director).
- **Production/Live Event Services** are typically provided as all-inclusive packages that offer a 15-25% discount compared to à la carte hourly billing. For example:
  - **Single-Camera Half-Day Package (\$1,850):** Includes 1 Camera Operator, 1 Streaming Engineer, and all necessary equipment for a 5-hour event.
  - **Two-Camera Full-Day Package (\$5,800):** Includes 1 Technical Director, 2 Camera Operators, 1 Audio Engineer, and all necessary equipment for a 10-hour event.
- **Post-production services** are billed based on the hourly rates of the personnel involved (e.g., Video Editor, Motion Graphics Designer). ADA-compliant captioning is billed at **\$3.50 per minute of video**.

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### Authorized Signature:

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Anthony Reda  
Co-Founder, Production Principal  
AVP.Live  
3600 Route 66, Suite #150  
Neptune, NJ  
Phone: (848)-279-9164  
Email: [anthony@avp.live](mailto:anthony@avp.live)  
[www.avp.live](http://www.avp.live)

**Date:** 03/05/2026



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

**BBG&G Advertising, Inc.  
COST PROPOSAL TEMPLATE**

All rates should be inclusive of labor, overhead, administrative costs, profit and all indirect costs. Billing will not be accepted that shows any other costs than those awarded under this Request for Proposal. This includes, but is not limited to, meetings, account servicing costs, secretarial, delivery, rent, phone calls, postage, overnight mail service, accounting, etc.

<b>Services</b>	<b>Description</b>	<b>Hourly/Day Rate (\$) - up to 8 hours</b>
Pre-production services	Intake & planning with County; creative concepts, script writing, storyboards, planning, scheduling; coordination.	\$175/hr; \$1200/day
Production/Live Event Services	Single- and multiple-camera filming; live event production; lighting, audio, and camera operation; aerial/drone. Production operators can include Camera Operator, Lighting Tech, Licensed Drone Operator, Production Assistants, Creative Director, Audio Tech, etc. Project teams are built based upon project scope.	\$85-200/hr per operator depending upon role. \$680-2000/day depending upon role.
Live Streaming and Broadcast	Live streaming at events; uploading and streaming to platforms; formatting and transcoding	\$85-200/hr per operator depending upon role. \$680-1600/day depending upon role.
Post-production services	Video editing, animation, motion graphics, titles, color correction, captioning, delivery of files.	\$125 - 195/hr. \$950-1500/day
Equipment and Technology	<p><u>Single Camera Package:</u> Includes Camera Operator, Camera, Lights, Video and Audio capture, Equipment setup and Teardown.</p> <p><u>Two Camera Package:</u> Includes two Camera Operators, two Cameras, 3 point Lighting, Video and Audio capture, Equipment setup and Teardown</p>	<p><u>Single Camera Package:</u> \$2400-\$4500/day depending upon specific project scope, needs, and production approach.</p> <p><u>Two Camera Package:</u> \$3600-\$6500/day depending upon specific project scope, needs, and production approach. Half day rates available.</p>
Personnel and Labor	Pre-production, production, and post-production services as described above.	\$85-190/hr; \$680-1500/day depending upon role.

**A detailed cost breakdown of the above services listing titles/roles and hourly rates should be provided.**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER: RFP-RC-2026-005**

**COST PROPOSAL TEMPLATE**

All rates should be inclusive of labor, overhead, administrative costs, profit and all indirect costs. Billing will not be accepted that shows any other costs than those awarded under this Request for Proposal. This includes, but is not limited to, meetings, account servicing costs, secretarial, delivery, rent, phone calls, postage, overnight mail service, accounting, etc.

Services	Description	Hourly/Day Rate (\$)*
Pre-production services	Project planning and coordination; creative development; run-of-show creation; technical planning; site/venue assessment; scheduling; stakeholder meetings; rehearsal coordination; logistics and workflow design.	\$165/hour
Production/Live Event Services	On-site production management; camera operation; audio and lighting coordination; live direction; stage management; real-time troubleshooting; coordination with venue and event stakeholders during live execution.	\$165/hour
Live Streaming and Broadcast	Live stream setup and operation; multi-camera switching; audio mixing; encoding and signal management; platform integration (Zoom, Teams, YouTube, etc.); live monitoring and quality control.	\$200/hour
Post-production services	Video editing; color correction; audio mixing; graphics and lower thirds; captioning coordination; file delivery and formatting; post-event revisions as required.	\$165/hour
Equipment and Technology	Use of production equipment and technology including cameras, audio equipment, lighting, switchers, encoders, cabling, and associated technical infrastructure required to deliver services.	\$175/hour
Personnel and Labor	Professional production staff including Executive Creative Director, Senior Producer, Director of Photography, Live Stream Engineer, Lead Video Editor, Production Assistant	Executive Creative Director: \$250/hr Senior Producer: \$185/hr Director of Photography: \$175/hr Live Stream Engineer: \$195/hr Lead Video Editor: \$150/hr Production Assistant: \$85/hr

**A detailed cost breakdown of the above services listing titles/roles and hourly rates should be provided.**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive

\*Minimum event team is a 3 person team for no less than 4 hours.

## SECTION V

## Crescent Beach Prod.

## COST PROPOSAL

1. Pricing is all-inclusive for all pre- and post-production services as described in this Request for Proposal as well as any travel expenses.
2. There will not be any additional charges allowed for equipment, hardware or software used to complete projects.
3. The vendor shall not alter or modify any portion of the Cost Proposal Form.

Line	Services	Description	UOM	Cost
1		VIDEOGRAPHER	Per Hour	200
		<b>PRE-PRODUCTION</b>		
2	Personnel	Executive Producer / Director	Project Fee	950
3	Personnel	Writer	Per Hour	100
4	Personnel	Line Producer	Per Day	650
5	Personnel	Storyboards	Per Hour	100
6	Personnel	Director of Photography	Per Day	950
7	Personnel	Producer / Director - Shoot Days	Per Day	950
8	Personnel	Line Producer / Props / Wardrobe	Per Day	650
9	Personnel	Director of Photography	Per Day	950
10	Personnel	Director of Photography - OT	Per Hour	142.5
11	Personnel	Assistant Camera (AC)	Per Day	750
12	Personnel	Camera Operator-OT	Per Hour	112.5
13	Personnel	Gaffer / Lighting Director	Per Day	1000
14	Personnel	Gaffer / Lighting Director - OT	Per Hour	150
15	Personnel	Sound Engineer / Mixer & Equipment	Per Day	1000
16	Personnel	Sound Engineer - OT	Per Hour	150
17	Personnel	Teleprompter & Operator	Per Day	1100
18	Personnel	Operator - OT	Per Hour	165
19	Personnel	Key Grip	Per Day	750
20	Personnel	Key Grip - OT	Per Hour	112.5
21	Personnel	PA / Runner	Per Day	350
22	Personnel	PA / Runner - OT	Per Hour	52.5
23	Personnel	Grip / Swing	Per Day	750
24	Personnel	Grip / Swing - OT	Per Hour	112.5
25	Personnel	Makeup Artist	Per Day	1100
26	Personnel	Makeup - OT	Per Hour	165
27	Personnel	Makeup Kit Fee	Per Day	100
28	Personnel	Wardrobe / Props Crew	Per Day	750

**RFP-RC-2026-005: Video Production, Live Streaming and Broadcast Services - QSL**

**SECTION V  
COST PROPOSAL**

Line	Services	Description	UOM	Cost
<b>CAMERA EQUIPMENT</b>				
29	Equipment & Technology	Camera Rental (8k Nikon z9)	Per Each	450
30	Equipment & Technology	Camera Package (incl. lenses, batteries, tripods)	Per Each	1350
31	Personnel	1-Person Crew (DSLR or HPX300) Hourly	Per Hour	200
32	Personnel	1-Person Crew 1/2 day (4 hrs on-set)	Per 1/2 Day	800
33	Personnel	1-Person Crew Full-day (up to 8 hrs on-set)-includes 4k (UHD) camera package, simple sound and support gear	Per Day	1200
34	Personnel	1- Person Crew Full-Day (10 hrs on-set)	Per Day	1500
35	Personnel	2-Person Crew 1/2 day (4 hrs on-set)	Per 1/2 Day	1350
36	Personnel	2-Person Crew Full-day (8 hrs on-set) -4k Camera Pkg, Lighting and Sound Equipment Package	Per Day	1880
37	Personnel	2-Person Crew Full-day (10 hrs on-set) -4k Camera Pkg, Lighting and Sound Equipment Package	Per Day	2350
38	Personnel	2 Person Crew Labor (Additional Hrs.)	Per Hour	235
39	Personnel	2 Person Crew Labor (OT Hr 11 & 12 @1.5 rate)	Per Hour	352.5
40	Equipment & Technology	Hard Drive (Media Transfer & Archive)	Per Each	172.5
41	Equipment & Technology	Laptop for File Transfer	Per Day	120
<b>REMOTE CREWS (outside NYC Metro Area)</b>				
42	Personnel	1-Person Crew Full Day	Per Day	2150
43	Personnel	1-Person Crew Half Day (up to 5 hours portal-to-portal)	Per 1/2 Day	1750
44	Personnel	Location Sound Tech & Equipment	Per Day	1400
45	Personnel	2 Person Crew Full Day (8Hrs) -4k Camera Pkg, Lighting and Sound Equipment Package	Per Day	2995
46	Personnel	2 Person Crew Half Day (5Hrs) -4k Camera Pkg, Lighting and Sound Equipment Package	Per 1/2 Day	2700
<b>MISCELLANEOUS</b>				
47	Personnel	Studio Shoot - Single camera (4k UHD), lighting, sound, green screen backdrop, teleprompter, camera operator	Per Hour	250
48	Equipment & Technology	Robotic Camera Webcast Equipment Package, Includes 4 Robotic UHD cameras with Remote PTZ Controller, LiveStream Studio 550 Switcher, Lighting, Grip, and Sound Equipment Suitable for Town Hall Meeting or Panel Discussion	Per Day	3000
49	Personnel	Studio Zoom Webinar Support	Per Hour	150
50	Equipment & Technology	LiveStream 550 HD Switcher / Encoder	Per Video	650
51	Personnel	Drone - DGI InspireX51	Per Hour	500
52	Personnel	Drone - DGI Phantom	Per Hour	300
53	Equipment & Technology	Green Screen	Per Day	187.5
54	Equipment & Technology	Ext Rental - Camera (DSLR)	Per Video	250
55	Equipment & Technology	Ninja V Recorder	Per Day	150
56	Equipment & Technology	Moza Gimble Stabilizer	Per Day	150

**SECTION V  
COST PROPOSAL**

Line	Services	Description	UOM	Cost
<b>TALENT</b>				
57	Personnel	Voice / Narrator	Per Session	500
58	Personnel	Casting Services - Casting Director & Session Fees	Per Day	2600
59	Personnel	On-camera / Non-Union / Buyout	Per Day	1300
<b>POST PRODUCTION</b>				
60	Post-Production Services	Post Prep - Logging, Digitize, Music Search	Per Day	426
61	Post-Production Services	Media Load - Transcode & Log	Per Hour	75
62	Post-Production Services	Motion Graphics Animation	Per Hour	150
63	Post-Production Services	Video Editing & Mastering	Per Hour	150
64	Post-Production Services	Art Design - Graphics	Per Hour	150
65	Post-Production Services	3D Animation	Per Hour	200
66	Post-Production Services	Editor	Per Day	750
67	Stock Media	Production Music - APM / Killer Tracks	Per Track	400
68	Stock Media	Production Music - Buyout / Royalty-Free	Per Track	75
69	Stock Media	Stock Imagery - Royalty-Free	Per Image	150
<b>CAPTIONS - OPEN OR CLOSED</b>				
70	Post-Production Services	Captioning	Per Video	350
71	Post-Production Services	Subtitles - Translations (Spanish)	Per Video	350
72	Post-Production Services	Transcription (Human)	Per Minute	5
82				
83		* Other Supplemental Services to be quoted on an as needed basis.		



# COST PROPOSAL

## Staff Hourly Rates

Title	On-Site (Production)	Remote (Pre- & Post-Production)
Director	\$145	\$135
Principal	\$125	\$115
Sr. Associate	\$105	\$95
Associate	\$95	\$85
Jr. Associate	\$80	\$70

Our rates depend on staff title, which is based on years of experience. All production roles are covered within our titles, including pre-, post-, and production work.

## Equipment Rates

For simple shoots requiring only one camera and three or fewer staff members, our hourly rates include all equipment. For more complex shoots, we propose the following equipment rates:

- Live stream event (single camera with audio) - \$500/day
- Live stream event (multiple cameras and audio) - \$2,500/day
- Full-scale production (Sony FX6 or comparable with lighting) - \$2,000/day

**DIGITAL REALM AGENCY LLC**

**COST PROPOSAL**

RFP-RC-2026-005

Video Production, Live Streaming & Broadcast Services  
Qualified Suppliers List (QSL)

Submitted By:

DIGITAL REALM AGENCY LLC

29 Green Street

Kingston, NY 12401

(617) 435-5148

michelle@digitalrealmagency.com

digitalrealmagency.com

Date: February 19, 2026

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**1. PRE-PRODUCTION**

Pre-Production / Planning

*\$125 per hour*

Includes:

- Creative consultation
- Script development (if required)
- Run-of-show development
- Technical planning
- Site coordination

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## **2. PRODUCTION SERVICES**

Single Camera Production (Up to 8 Hours)

*\$1,350 per day*

Includes:

- 1 Camera Operator
- Professional Camera Package
- Basic Audio Capture
- On-site setup and breakdown

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## **3. LIVE STREAMING SERVICES**

Standard Live Stream Package (Up to 4 Hours)

*\$1,750 per event*

Includes:

- Encoding
- Platform integration
- Basic graphics
- Backup recording

Extended Livestream

*\$300 per additional hour*

Multi-Camera Production (2 Cameras – Up to 8 Hours)

*\$2,650 per day*

Includes:

- 2 Camera Operators
- 2 Camera Packages
- Audio Capture
- Standard Lighting Kit

Additional Camera Operator

*\$1,100 per day*

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#### **4. DRONE SERVICES (FAA LICENSED)**

Drone Operation (Up to 4 Hours)

*\$600 per event*

Includes:

- FAA Licensed Operator
- Aerial Capture
- Standard Color Correction

Additional Drone Hours

*\$150 per hour*

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#### **5. POST-PRODUCTION**

Editing

*\$125 per hour*

Includes:

- Cutting
- Color correction
- Sound mixing
- Graphics
- Caption file preparation

Highlight Reel (Up to 3 Minutes)  
\$950 flat rate

Captioning (Closed Caption File – SRT)  
*\$8 per finished minute*

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## **6. EQUIPMENT ADD-ONS**

Professional PA System  
*\$450 per event*

Additional Wireless Microphone  
*\$75 per unit*

Expanded Lighting Package  
*\$350 per event*

Bonded Cellular Internet Backup  
*\$400 per event*

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## **7. TRAVEL**

Travel within Rockland County  
*INCLUDED*

Travel outside Rockland County  
*\$0.70 per mile*

Overnight Lodging (if required)  
*AT COST*

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## **8. OVERTIME**

Overtime (Over 8 Hours)  
*\$175 per hour per crew member*

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## PRICING NOTES

- Rates are valid for the duration of the QSL term.
- Editing services are billed hourly based on actual time.
- All pricing includes standard insurance coverage.
- Additional services not listed will be quoted upon request.
- Change orders must be approved in writing prior to execution.

Authorized Representative:

Name: Michelle Michalko

Title: Founder/Principal

Signature: Michelle Michalko

Date: 02/19/2026

# DETAILED COST BREAKDOWN

## RFP-RC-2026-005 – Video Production, Live Streaming and Broadcast Services Engaging New Media

Phase and duties	Role / Item	Base/Day	Day Rate
<b>I. PRE-PRODUCTION SERVICES</b>	<b>\$1,400.00</b>		
	Project Manager	\$896	\$1,400.00
<b>II. PRODUCTION / LIVE EVENT SERVICES</b>	<b>\$10,120.00</b>	<b>Baseline 1-Camera Produced Event – Labor Only</b>	
	Director	\$2,500	\$3,906.00
	Producer	\$2,000	\$3,125.00
	Camera Operator	\$750	\$1,172.00
	Audio Engineer (On-Site)	\$975	\$1,524.00
	Production Assistant	\$250	\$393.00
<b>III. LIVE STREAMING &amp; BROADCAST SERVICES</b>	<b>\$7,935.00</b>	<b>Baseline 1-Camera Livestream – Labor Only</b>	
	Technical Director	\$825	\$1,289.00
	Live Streaming Producer	\$900	\$1,406.00
	Manager	\$728	\$1,138.00
	Teleconference Technician	\$650	\$1,016.00
	Camera Operator	\$750	\$1,172.00
	Audio Engineer (On-Site)	\$975	\$1,523.00
	Production Assistant	\$250	\$391.00
<b>IV. POST-PRODUCTION SERVICES</b>	<b>\$4,179.00</b>	<b>Baseline Blended Day Rate</b>	
	Editor	\$800	\$1,250.00
	Audio Mixing / Post Audio Engineer	\$975	\$1,523.00
	Motion Graphics Artist	\$900	\$1,406.00
	Close caption service	3.50 min	
<b>V. EQUIPMENT &amp; TECHNOLOGY</b>	<b>\$3,610.00</b>	<b>1-Camera Livestream Baseline Package</b>	

# DETAILED COST BREAKDOWN

## RFP-RC-2026-005 – Video Production, Live Streaming and Broadcast Services Engaging New Media

Phase and duties	Role / Item	Base/Day	📺 Day Rate
<b>Video Production Equipment</b>	Camera	\$385	\$623.00
	24-70mm Lens	\$65	\$107.00
	Tripod	\$65	\$107.00
	Wireless Audio Package	\$80	\$131.00
	LED Lighting Package	\$75	\$123.00
	Encoding / Streaming Laptop	\$249	\$404.00
	Media & Storage	\$75	\$123.00
	Power & Cables Kit	\$20	\$32.00
<b>Live Stream Equipment:</b>	TV Studio Switcher	\$180	\$290.00
	Multi-Camera ATEM	\$45	\$73.00
	5-Port Network POE Switch	\$15	\$24.00
	Seetec 4K Multiview Monitor	\$75	\$121.00
	Audio Mixer/Board (Yamaha)	\$45	\$73.00
	Zoom F-Control F4 Recorder	\$75	\$121.00
	Video Capture interface	\$10	\$16.00
	HDMI / SDI Cable Deployment Kit	\$10	\$16.00
	XLR Cable Deployment Kit	\$10	\$16.00
	PTZ 4-Camera System + Controller – \$323/day	\$200	\$323.00
	Camera (Streaming Add-On) – \$242/day	\$150	\$242.00
	Bonded Cellular Internet (LiveU Solo w/ Unlimite	\$400	\$645.00
<b>VI. PERSONNEL &amp; LABOR</b>	<b>\$5,977.00</b>	<b>Supporting roles available as required</b>	
	Additional Camera Operator	\$750	\$1,172.00

# DETAILED COST BREAKDOWN

## RFP-RC-2026-005 – Video Production, Live Streaming and Broadcast Services Engaging New Media

Phase and duties	Role / Item	Base/Day	📺 Day Rate
	Director of Photography	1600	\$2,500.00
	Grip	350	\$547.00
	Teleprompter Operator	375	\$586.00
	Color Correction / Colorist	\$750	\$1,172.00



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:  
RFP-RC-2026-005**

**COST PROPOSAL TEMPLATE**

All rates should be inclusive of labor, overhead, administrative costs, profit and all indirect costs. Billing will not be accepted that shows any other costs than those awarded under this Request for Proposal. This includes, but is not limited to, meetings, account servicing costs, secretarial, delivery, rent, phone calls, postage, overnight mail service, accounting, etc.

<b>Services</b>	<b>Description</b>	<b>Hourly/Day Rate (\$)</b>
Pre-production services	Concept Development, Logistics, Planning, Project Management, Scriptwriting and Story Visualization, Storyboard artist	\$75/hour
Pre-production services	Production Manager, Executive Producer, Director, Videographer/DP and Photographer Pre-production and meetings	\$100/hour
Production/Live Event Services	Pricing for these services entails adding up the equipment and labor costs outlined below that are needed in order to execute a production, live event, live streaming and broadcast	
Live Streaming and Broadcast		
Post-production services	Scriptwriting and Story Visualization, photo retouching	\$75/hour
Post-production services	Final Cut HD studio—loading/organizing, editing and revisions, 2D support graphics/ lower third graphics	\$85/hour
Post-production services	Music Library (1 music track) / license for 1 year, (1) Hard Drive with raw footage (500 GB Western Digital) - no shipping included	\$750
Post-production services	Timestamped transcripts of interviews (1 hour long)	\$100/1 hour long interview
Equipment and Technology	Master Control Room	\$8500 project fee
Equipment and Technology	Streaming/Production in a Box Kit	\$5000 project fee + \$500/kit to ship
Equipment and Technology	Grip truck (2 ton), Sound Kit (field mixer, fishpole, boom mic, 2 wireless lav, 2 wired lav, XLR cables) and LED Monitor	\$750/day
Equipment and Technology	1st AC Kit (follow focus, etc), Filter Set, Matt Box, Mac Book laptop	\$75/day
Equipment and Technology	Lens Package / Prime Lenses (24mm, 35mm, 50 mm and 80mm), Video Village (1 client monitor, 4 audio monitoring devices (Comtek), power, streaming equipment), 3-point Lighting Kit (key, fill and back light)	\$1800/day
Equipment and Technology	(1) Camera Package (EFP Broadcast Camera like Sony FX6 or equal), AV System— 6-8 channel mixer and self-	\$1400/day

	powered speakers	
Equipment and Technology	Utility/cargo van, camera support (tripod, camera plate, fluid head, etc)	\$400/day
Personnel and Labor	Audio-on site technician, Gaffer, Scenic director	\$1100/day
Personnel and Labor	Camera operator, make-up artist, teleprompter & operator	\$1200/day
Personnel and Labor	Senior Camera operator, Director/Producer, Photographer	\$1800/day
Personnel and Labor	Director of Photography	\$2500/day
Personnel and Labor	Production Assistant, Set dresser, prop master, photo assist, utility	\$500/day
Personnel and Labor	Best Boy Electric	\$650/day
Personnel and Labor	Key Grip	\$750/day
Personnel and Labor	Junior Camera Operator, Video Assist	\$850/day
Meals	Catering	\$75 per person, per meal
Insurance	NY Workman's Comp Insurance	Will pass through costs and include in each project bid proposal

**A detailed cost breakdown of the above services listing titles/roles and hourly rates should be provided.**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive

**Cost Proposal – Not-to-Exceed Rate Schedule  
Moving Pictures Audio & Video Productions, Inc.  
RFP-RC-2026-005 – Video Production**

**Pre-Production**

Service	Rate
<b>Video Shoots</b>	
Location Scouts	\$900
Producer for Pre-Production	\$1,500 ( day rate )
<b>Commercials</b>	
Pre Concepts for Commercial ( Brainstorming, Concepts Design and Client Meeting )	\$5,000

**Live Event Equipment Rates (Per Day)**

Item	Rate
Live Stream Fly Pack	\$1,600
Audio Board	\$800 each
Podium Microphone	\$75 each
Wireless Handheld Microphone	\$175 each
Wireless Lavalier Microphone	\$175 each
Audio Cable Run	\$50
Video Cable Run	\$50
Wireless Comms Headset	\$250
Broadcast Program Monitor	\$200
LiveU Cellular Streaming Service	\$600
PA Speakers	\$250 each
Camera Riser	\$450
Wireless Video System	\$500
Camera with Gimbal	\$900
70" Display with Stand	\$950 each
50" Display with Stand	\$800 each
Outdoor Podium Lighting	\$225 each
Indoor Podium Lighting	\$175 each
LED Wall Wash Lighting	\$60 each
LED Video Wall	Starting at \$5,000

**Live Event Crew Rates (Per Day)**

Position	Rate
Director	\$1,800
Technical Director	\$1,300
Camera Operator	\$1,100
Audio Engineer (A1)	\$1,250

Position	Rate
Audio Technician (A2)	\$650
Grip	\$750

### On-Site Filming (Per Day)

Service	Rate
DP Package	\$4,000
Additional Camera Operator	\$1,350
Additional Camera (No Operator)	\$750
Additional Lighting Package	\$500
Teleprompter with Operator	\$1,000 – \$2,300
Producer	\$1,800
Makeup Artist	\$1,000
Drone Production	\$1,500

### Podcast Production

Service	Rate
AV Technician / Recording Engineer (Full Day)	\$1,500

### Post-Production

Service	Rate
Editing	\$175 / hour
Motion Graphics	\$275 / hour
Sound Design	\$350 / hour
Post-Production Producer	\$1,800 / day

**Pricing Notes:** Rates valid through December 31, 2026. Standard production day is 10 hours. Overtime billed at 1.5x after 10 hours and 2x after 12 hours. Travel within Rockland County included. Additional travel billed at IRS mileage rate. Specialty staging, tents, concert systems, and large-scale event infrastructure quoted separately upon request.

**Not-To-Exceed Clause:** All work performed under this contract shall be billed in accordance with the approved rate schedule and shall not exceed authorized project totals without prior written approval from the County.



Edwin J. Day, County Executive

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

### **STATEMENT OF OBJECTIVES**

The Contractor(s) shall be capable of achieving the following outcomes:

#### **1. Professional Public-Facing Media**

- Deliver polished, accurate, and audience-appropriate video content that reflects positively on the County, its leadership, and its initiatives.

#### **2. Reliable and Interruption-Free Live Streaming**

- Ensure uninterrupted, high-quality live streaming of County events, with appropriate redundancy and technical safeguards.

#### **3. Technical Competence and Operational Readiness**

- Demonstrate the staffing, equipment, and technical systems necessary to execute projects on short notice, including high-visibility public events.

#### **4. Accessibility and Compliance**

- Produce content that meets ADA accessibility requirements, including captioning and accessible formats where required.

#### **5. Timely Delivery**

- Meet agreed-upon production schedules and deadlines, particularly for time-sensitive public communications.

#### **1. General Scope of Services**

The Contractor(s) shall be capable of providing end-to-end services, including but not limited to the following functional areas.

##### **a. Pre-Production (Planning and Development)**

Outcomes:

- Clear creative direction aligned with County objectives.
- Well-planned productions that minimize risk and last-minute changes.



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

Representative services may include:

- Creative concept development
- Scriptwriting and messaging support
- Storyboarding
- Production planning and scheduling
- Coordination of permits and location requirements, when necessary

#### **b. Production**

Outcomes:

- High-quality visual and audio capture suitable for public broadcast and long-term use.

Representative services may include:

- Single-camera and multi-camera production
- Live event production
- On-location filming
- Professional lighting, audio, and camera operation
- Aerial and drone services (where permitted and properly licensed)

#### **2. Post-Production**

Outcomes:

- Professionally finished content ready for public distribution across multiple platforms.

Representative services may include:

- Video editing
- Animation, motion graphics, and titles
- Color correction
- Sound mixing and audio enhancement
- ADA-compliant captioning and accessibility features
- Delivery of final files in multiple formats as required by the County

#### **3. Streaming and Broadcast Services**

Outcomes:

- Stable, high-quality live and recorded streams accessible to the public.

Representative services may include:

- Uploading and streaming to platforms such as YouTube, Facebook, Vimeo, or County-designated platforms
- Live streaming of events



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

- Platform integration
- Encoding and transcoding for multiple viewing formats

#### **4. Technical and On-Site Support**

Outcomes:

- Seamless execution of live events with minimal disruption or technical failure.

Representative services may include:

- On-site technical staffing
- Network configuration and testing
- Rehearsals and run-of-show support
- Real-time troubleshooting during live events

#### **5. Staffing, Capacity, and Reliability Requirements**

Contractors must demonstrate:

- Adequate staffing depth to support simultaneous or back-to-back projects.
- Availability of backup personnel and equipment for mission-critical events.
- Experience supporting high-visibility public sector events where failure is not acceptable.
- The ability to respond to short-notice or time-sensitive requests, particularly from the County Executive's Office.

#### **6. Performance Standards**

Contractor performance will be evaluated based on:

- Quality and professionalism of deliverables
- Reliability of live streaming and broadcast services
- Adherence to schedules and deadlines
- Responsiveness and communication
- Compliance with accessibility and technical requirements

#### **7. Deliverables**

Deliverables will vary by task request but may include:

- Live streamed and recorded video content
- Edited video files in County-specified formats
- Captioned and accessible versions of content
- Raw footage and project files, when required by the County



**Edwin J. Day, County Executive**

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

**8. County Rights and Flexibility**

The County reserves the right to:

- Modify service requirements by task request,
- Utilize internal resources or other contracts as needed, and
- Add or remove vendors from the QSL in accordance with the RFP and contract terms.

- The County reserves the right to:

- Use one or multiple QSL firms concurrently,
  - Select a firm based on availability, expertise, past performance, or project-specific needs, and
  - Rotate work to ensure capacity and continuity of service.
-



Edwin J. Day, County Executive

**TITLE: Video Production, Live Streaming and Broadcast Services – Qualified Suppliers List**

**RFP NUMBER:**  
RFP-RC-2026-005

### **AWARD OF CONTRACT**

Award shall be made to the offeror whose proposal is the most advantageous to the County taking into consideration price and the other evaluation factors set forth in this request for proposals.

The County reserves the right to award the contract(s) to a higher technically qualified offeror(s) in the event the total scoring (technical + Cost) offer is determined to not be the best value offered to the County, based on a cost benefit analysis.

The County reserves the right to award a contract in part or in full, or not at all, on the basis of responses received.

If a contract is awarded, it shall be awarded to the responsive and responsible Offeror whose offer conforming to the Request for Proposal will be most advantageous to the County as set forth in the Evaluation Criteria.

When award Occurs: Award of contract occurs when a formal contract has been finalized or other evidence of acceptance by the County is provided to the Offeror. A Recommendation of Award does not constitute award of contract.

### **CONTRACT TERM – RENEWAL**

In addition to any stated renewal periods in the Contract, any contract or unit portion thereof let by the Director of Purchasing may be extended by the Director of Purchasing for an additional period(s) of up to one year (cumulatively) with the written concurrence of the Contractor.

### **PRICE GUARANTEE PERIOD**

The proposed price and/or hourly rates must remain firm through the first contract period with no adjustments allowed. If the County exercises any of the option years of the contract, the Offeror may submit a request for adjustment on the yearly anniversary date of the contract. Any request for price adjustment(s) must be submitted thirty (30) days in advance of the anniversary date; in writing to the Director of Purchasing. Any and all price adjustments will be limited to the percentage increase in applicable CPI Index for the preceding 12 months. The County reserves the right to reject any request for price increase deemed excessive.

### **STANDARD TERMS AND CONDITIONS OF THIS RFP**

Any contract resulting from this RFP will include the County's Standard Terms and Conditions for Professional Service Contracts included in the RFP and Appendix B. Exceptions and or additions to the County's Standard Terms and Conditions are strongly discouraged.

Exceptions to the RFP Standard Terms and Conditions, of this RFP and/or the Standard Terms and Conditions for Professional Service Contracts as provided Appendix B must be submitted with the proposal response. Exceptions, additions, service level agreements, etc. submitted after the date and time for receipt of proposals will not be considered.

The County retains the right to refuse to negotiate on exceptions should the exceptions be excessive and not in the best interest of the County. Offeror must provide all documents in Microsoft WORD format for redline editing. Offeror must provide the name, contact information, and access of the person(s) that will be directly involved in legal negotiations.

**DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION**

Dr. Robert L. Yeager Health Center  
50 Sanatorium Rd, Building A  
Pomona, New York 10970  
Phone: (845) 364-3820 Fax: (845) 364-3809  
Email: purchasing@co.rockland.ny.us

**Paul Brennan, FNIGP, NIGP-CPP, CPPO**  
*Director of Purchasing*

**ADDENDUM #1**

**RFP-RC-2026-005**

**Video Production, Live Streaming and Broadcast Services**

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

**A Pre-proposal meeting was held on January 27, 2026 @ 10am. The following firms were in attendance:**

Edgar Lugo – Firstline Creative & Media  
Erika McDonald – Engaging New Media  
Thomas D’Angelo – All Mobile Video  
Michelle Michalko – Digital Realm Agency  
Michael Mediavilla – Crescent Beach Productions  
Paul King – King Productions  
Kristen Weiger – Firstline Creative & Media  
Beth Cefalu – Rockland County  
Jenna Nazario – Rockland County  
Kristy Mihill – Netchannel’s Marketing  
Joe Feldman – Total Webcasting  
Adrienne Nicole – Adrienne Nicole Productions  
David Venturini – Moving Pictures Audio & Video Productions

**Question 1**

Can you share typical budget ranges for the type of work described within the RFP that the county allocates? Or perhaps, budget ranges that the County is expecting to stay within? For example, for multi-camera events, live streaming events, video productions to capture storytelling videos, etc.

**Response 1**

**There is not a defined budget range currently.**

#### Question 2

During the call on 1/27, there was mention that lead time or prep time ahead of any event can be months' notice and perhaps 2 weeks' notice. Would 2 weeks of lead time be the least amount you anticipate or will there be times when we would know with only 1 week lead time, a few days or even 1-2 days advance notice?

#### **Response 2**

**Two (2) weeks lead time.**

#### Question 3

Once we're on the QSL and bids are sent out and we respond, is there an opportunity to get feedback from the County dept we're working with, for example, if our pricing is too high, can we get what ideally we could come in at and have the chance to update our proposal and re-submit for consideration? Or once we submit, there's not really a chance to do that?

#### **Response 3**

**Once a quote is received, the submitted cost is final. There are instances where a best and final cost might be requested during the evaluation process.**

#### Question 4

When you send out bids for particular projects, how many vendors are you sending it out to typically? Is there a requirement that you must get at least 3 bids?

#### **Response 4**

**The number of quotes requested is dependent on the value of the contract.**

#### **Question 5**

Will each location have internet upload facility or does the vendor need to bring in WIFI equipment?

#### **Response 5**

**Most locations have internet but sometimes the signal is not strong enough so vendors need to have the ability to broadcast with their own wifi network if necessary.**

#### Question 6

How many microphones will be needed? Will they need to be wireless?

#### **Response 6**

**Usually just one microphone but some events may need more. And yes they should have the ability to be wireless.**

#### Question 7

Is lighting included for each presentation?

#### **Response 7**

**Yes, lighting would be needed for most, not all events.**

#### Question 8

Will a PA system be needed, speakers for the audience?

#### **Response 8**

**Yes, they need to have this ability**

#### Question 9

What locations in Rockland are included?

#### **Response 9**

**We can't predict specific locations. Events could be on County property or on other property within the County (not county owned).**

Question 10

If the program needs editing, how many changes are included or will they be on an as needed basis and charged per hour?

**Response 10**

**It will be on an as needed basis, charged per hour.**

Question 11

How many days prior to the production date will the vendor be given before the event?

**Response 11**

**At minimum two weeks notice.**

Question 12

Will Zoom be needed and will the production company be the host?

**Response 12**

**Streaming would be needed not necessarily on zoom.**

Question 13

If Zoom is included, will it be necessary to have the host invite participants and open/close microphones to participants?

**Response 13**

**No this won't be necessary.**

Question 14

Will slide projector and screens be included?

**Response 14**

**No. It is the vendor's responsibility to provide the equipment.**

Question 15

If a presentation is included will it be necessary to include it in the live streaming and the Zoom presentation

**Response 15**

**Yes.**

**SIGNED:**

*Paul J. Brennan*

**PAUL J. BRENNAN, FNIGP, NIGP-CPP, CPPO  
DIRECTOR OF PURCHASING**

ADDENDUM

2/3/26

**DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION**

Dr. Robert L. Yeager Health Center  
50 Sanatorium Rd, Building A  
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**Paul Brennan, FNIGP, NIGP-CPP, CPPO**  
*Director of Purchasing*

**ADDENDUM #2**

**RFP-RC-2026-005**

**Video Production, Live Streaming and Broadcast Services**

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

**Question 1**

Is my firm pre-qualified for this particular RFP or should we respond to it in this round?

**Response 1**

**This is a new RFP. All firms who wish to be included on this Qualified Suppliers List must submit a proposal.**

**SIGNED:**

*Paul J. Brennan*

**PAUL J. BRENNAN, FNIGP, NIGP-CPP, CPPO**  
**DIRECTOR OF PURCHASING**

ADDENDUM

2/11/26