



2023 FINALS VIDEO PRODUCTION BID

VIDEO CAPTURE, PRODUCTION AND STREAMING

To: Video Production Bidders

Date: August 2022

Enclosed you will find the video production bid specifications for the 2023 Texas High School Rodeo Finals in Abilene. The Board of Directors of the THSRA invites you to submit your bid. Please provide references and contact numbers of people who can verify your work and performance.

ALL BIDS ARE DUE TO BE EMAILED OR MAILED AND RECEIVED BY NOON, CENTRAL TIME, SEPTEMBER 30, 2022. ***Bids received after this date will not be accepted*******

Video services provider will receive exclusive rights to provide viewing and video sales of all events of the THSRA Finals. The contract would also include a booth space for viewing and video sales, ability to advertise in the contestant welcome bag, two RV hookups, all access passes and parking passes for 6 team members and contestant list with addresses for marketing to membership. THSRA retains all rights to event footage.

See page 4 for suggested video pricelist and pay-per-viewing details.

If you have any questions, please call Holly DeLaune, THSRA Marketing Director 210-632-3208. Please remember our deadline of September 30, 2022. We are looking forward to working with you in our consideration for the THSRA State Finals Video Production.

Sincerely,
Holly DeLaune
THSRA Marketing Director

DATE: JUNE 1

SHOOTING LOCATION: OUTDOOR ARENAS /2 LOCATIONS

9:00 AM 1st Go Reined Cow Horse – First Financial Pavilion

9:00 AM 1st Go Cutting – Guitar Arena

CAMERAS: 1 in each location that utilizes audio from announcer stand

OUTPUT: Livestream Cowboy Channel Plus App

PAY-PER-VIEW BOOTH: Table set up for pay-per viewing and video orders for contestants and parents

DATE: JUNE 2

SHOOTING LOCATION: OUTDOOR ARENAS /2 LOCATIONS

9:00 AM 2nd Go Reined Cow Horse – First Financial Pavilion

9:00 AM 2nd Go Cutting – Guitar Arena

CAMERAS: 1 in each location that utilizes audio from announcer stand

OUTPUT: Livestream Cowboy Channel Plus App

PAY-PER-VIEW BOOTH: Table set up for pay-per viewing and video orders for contestants and parents

DATE: JUNE 3

SHOOTING LOCATION: OUTDOOR ARENAS /2 LOCATIONS

9:00 AM Top 15 Awards – Guitar Arena

10:00 AM Short Round Cutting – Guitar Arena followed by Short Round of Reined Cow Horse in First Financial Pavilion.

CAMERAS: 1 in each location that utilizes audio from announcer stand

OUTPUT: Livestream Cowboy Channel Plus App

PAY-PER-VIEW BOOTH: Table set up for pay-per viewing and video orders for contestants and parents

Notes on RCH & Cutting: Video production team should provide replay for judge review if needed, provide top rides or other requested video in MP4 format to marketing team directly after event for social media use (not produced video, just clean).

The clean feed will then be sent through an encoder to Cowboy Channel where they will direct it to the Plus App. THSRA would like to have the event archived. Video production team would have the responsibility to work with Cowboy Channel to provide the best video feed and troubleshoot any issues that may arise with the goal of having the THSRA product on the Plus App.

DATE: JUNE 4

SHOOTING LOCATION: TAYLOR TELECOM INDOOR ARENA /1 LOCATION

2:30 PM Contestant meeting

CAMERAS: 2 manned cameras on each side of the building. 2 stationary PTZ Cameras on a tripod. 1 handheld camera.

OUTPUT: Livestream Cowboy Channel Plus App

DATE: JUNE 5 – 9

SHOOTING LOCATION: TAYLOR TELECOM INDOOR ARENA /1 LOCATION

7:45 AM Morning performance

1:45 PM Afternoon performance

CAMERAS: 2 manned cameras on each side of the building. 2 stationary PTZ Cameras on a tripod. 1 handheld camera.

OUTPUT: Livestream Cowboy Channel Plus App and Live on Cowboy Channel

PAY-PER-VIEW BOOTH: Table set up for pay-per viewing and video orders for contestants and parents

DATE: JUNE 10

SHOOTING LOCATION: TAYLOR TELECOM INDOOR ARENA /1 LOCATION

8:30 AM Top 15 awards

10:00 PM Short Round

CAMERAS: 2 manned cameras on each side of the building. 2 stationary PTZ Cameras on a tripod. 1 handheld camera.

OUTPUT: Livestream Cowboy Channel Plus App and live on Cowboy Channel

PAY-PER-VIEW BOOTH: Table set up for pay-per viewing and video orders for contestants and parents

Notes on Taylor Telecomm Production: Video production team will provide top rides or other requested video in MP4 format to marketing team directly after event for social media use (not produced video, just clean).

Footage from video production cameras would come to the booth where video team member would produce the show selecting best camera angles, producing replays and then sending the feed to the jumbotron screen and record clean production for THSRA use and pay-per-viewing. The screen operator will produce all live scoring, timing and name overlays and the video will appear on the jumbotron and in-house TVs. That dirty feed will then be sent through an encoder to the Cowboy Channel where they will direct it to the Plus App and television broadcast. That dirty feed will also travel back to video team member where it will be recorded. THSRA would like to have the event archived in both clean and dirty formats. Video production team would have the responsibility to work with Cowboy Channel and video stream provider to provide the best video feed and troubleshoot any issues that may arise with the goal of having the THSRA product on the Plus App and live on Cowboy Channel.

VIDEO VIEWING AND PURCHASE

Video production team will be provided booth space in the telecom arena where contestants may both purchase video of their event performances and pay-per view of any competition.

The information as provided would represent a base bid, if alternative pricing is contemplated, then that should be priced independently and noted accordingly.

PRICING:

Video production contractor will receive 50% of all current year THSRA Finals video orders received during June of the current year. THSRA would also receive 20% of onsite viewing revenue.

VIEWING:

Video production team will provide footage at their booth for pay-per viewing. They may review runs and watch their draw.

Suggested pricing:

3 views for \$5 (may be multiple runs)

INDIVIDUAL CONTESTANT COMPETITION VIDEOS:

Contestants may purchase video that includes highlight clip, individual performance from both rounds and short round. Any special events that are recorded may be added to contestant video at additional fee.

USB	Edited (mailed)	Raw Footage (onsite)
1 st event	\$60	\$60
Each additional event	\$45	\$45
Single Run	\$40	\$40
Extra Copy	\$10	\$40

Additional services (added to above)

Digital Upload \$10 per run

\$8 per hour charge applies to all orders