



Request for Proposals: Red Wolf Overnight Camp Video

Organization: The Pine Project

Project: Red Wolf Overnight Camp Video

Location: Based in Toronto, filming in Haliburton, Ontario

Timing: Filming during Summer 2026 (August); final delivery by Fall 2026

Project Overview

The Pine Project is seeking a videographer or small video team to produce one short, high-quality video that captures the spirit, impact, and uniqueness of our Red Wolf Overnight Camp. Red Wolf is a nature-based overnight camp rooted in mentorship, skill-building, community, and deep connection to the land.

The primary purpose of this video is to drive program awareness and registrations, speaking directly to children and caregivers who are considering Red Wolf. The video will support program marketing across our website, email campaigns, and social media channels. The final video may also support secondary uses such as broader storytelling or fundraising.

Scope of Work

The selected videographer will work collaboratively with Pine staff throughout planning, filming, and post-production, and will be responsible for:

- Creative scoping and planning in collaboration with Pine Project staff
- On-site filming at Red Wolf Overnight Camp in Haliburton (anticipated 1–3 days)
- Capturing a mix of:
 - On-camera and/or voiceover interviews with campers, parents, and staff
 - Candid moments, activities, and camp life
 - Natural environment and sense of place
- Editing and post-production of the final video

Video Format

The following reflects our current thinking and is open to refinement through collaboration.

- Length: Approx. 2–4 minutes
- Structure: A blend of interviews, voiceover, b-roll, and music-driven storytelling
- Key themes and narrative direction will be developed collaboratively

Style & Tone

The video should feel:

- Warm, grounded, and emotionally resonant
- Rooted in nature, people-centered, and impact-focused
- Inclusive, accessible, and reflective of Pine's commitment to equity and belonging
- Clearly reflective of Pine's mission, vision, and values, including connection to self, others, and nature

We are seeking work that feels authentic and human rather than overly polished or commercial.

Deliverables

- One finished primary video (web- and social-ready formats; final usage and licensing terms will be discussed with the selected videographer)
- Access to captured b-roll for Pine's future use
- Optional short cut-downs for social media (if feasible; please indicate availability and cost separately in the budget)

Budget

Please include a proposed budget outlining what is included, along with any options for adjusting scope (additions or reductions) to balance quality, timeline, and cost.

Proposal Submission

Please send proposals to Tatiana Hayek, Director of Development and Communications (tatiana@pineproject.org), by **March 27, 2026**. Please include "Red Wolf Video RFP" in the subject line. Proposals should include:

- A brief introduction to you or your team
- A short description of your proposed approach
- Relevant work samples
- Estimated budget
- Availability for Summer 2026
- References (optional or available upon request)