

**Title:** Video Creator — Treaty #3 Education Law Community Video

**Due:** October 9th, 2026

### 1.0 BACKGROUND

Grand Council Treaty #3 – Gikino’amaadiwin Education Department is inviting proposals from qualified proponents (individuals or firms) to produce an informative, visually engaging video about our work to develop a Treaty #3 Education Law.

This video is intended for community members, especially Elders. It must reflect an Indigenous worldview where learning is often oral and visual. This is not a policy recitation or on-camera reading. We are seeking clear storytelling, strong visuals, and a respectful tone that invites participation.

Important: The final video will use an Anishinaabemowin voiceover recorded by our speaker. Grand Council Treaty #3 will provide the English script (designed for translation). The successful proponent will build the video around the final audio and ensure the final video includes English subtitles.

#### Purpose

- Support community understanding of the Treaty #3 Education Law work.
- Invite participation in upcoming engagement.
- Present information in a way that is accessible, respectful, and easy to follow for Elders and families.

### 2.0 OUTLINE OF SERVICES

#### Key messages (must be covered)

The video must clearly communicate:

- Who we are: overview of the Grand Council Treaty #3 Education Department and what we do.
- What the Treaty #3 Education Law is (plain-language explanation).
- Why it matters and what it will support/protect for future generations.
- What has been done so far (engagement/work completed to date).
- What the engagement process will look like moving forward.
- How Elders and communities will be a major part of shaping the education law.
- The kinds of questions/topics we’ll be bringing to engagement sessions.
- The purpose of the Education Law Technical Task Force.
- How the Task Force will be structured using a Four Directions governance model

#### Style and tone requirements

- Warm, grounded, community-centered.
- Plain language (no legal jargon).
- Visually strong and easy to follow for Elders and families.

- Culturally respectful (no stereotypes or generic “pan-Indigenous” visuals).
- Designed for phone viewing and community sharing.

### **Deliverables**

Proponents should recommend an ideal length, but deliverables must include:

- One completed video (proponent to recommend length and format).
- Storyboard/shot list (or equivalent production plan) aligned to the provided script and audio.
- English subtitles/captions included.
- Final exports suitable for:
- Social media (vertical and/or square versions as recommended)
- Community presentations (presentation-friendly format)
- Editable source files (preferred) and a folder of all final assets.

### **What Grand Council Treaty #3 will provide**

- Background information, key points, and process notes.
- Any approved branding/logos and required acknowledgements.
- The English script (designed for translation).
- Anishinaabemowin voiceover recording (we will record and provide the final audio file).

### **Required qualifications**

Proponents should demonstrate:

- A strong portfolio in informational/community storytelling (not only advertising).
- Ability to turn complex processes into clear, accessible visuals.
- Collaborative approach and comfort with feedback and revisions.
- Experience working with Indigenous organizations/communities is a strong asset.

## **3.0 REQUIRED CONTENTS OF THE BID PACKAGE**

Please include:

- 2–4 relevant video samples.
- A short explanation of how you would approach visual storytelling for an Elder/community audience.
- Your recommended video length and rationale.
- Proposed timeline, including key milestones (storyboard, draft video, subtitles, final export).
- Budget range and what is included (including number of revision rounds).
- Your recommended tools/workflow and what files you will deliver.

## **4.0 SELECTION CRITERIA**

Proposals will be evaluated based on:

- Demonstrated ability to communicate complex information clearly and respectfully.
- Strength of relevant video samples and storytelling approach.
- Visual accessibility for Elders and community audiences.
- Proposed approach, workplan, and ability to meet deadlines.
- Cultural respect and appropriateness of visual direction.
- Budget and overall value.

## 5.0 SUBMISSION INFORMATION

Send proposals to: [Diana.Cowley@treaty3.ca](mailto:Diana.Cowley@treaty3.ca)

Subject line: RFP – Treaty #3 Education Law Video – [Proponent Name]

Deadline: Proposals must be received by October 9<sup>th</sup>, 2026

### Anticipated schedule

- RFP issued: September 25, 2026
- Proposal deadline: October 9, 2026
- Award notification: October 14, 2026
- Project start date: October 18, 2026
- Final delivery due: 3-4 weeks

### Additional notes

- The successful proponent may be required to sign a confidentiality agreement.
- Grand Council Treaty #3 – Gikinoos'amaadiwin Education Department reserves the right to accept or reject any or all proposals.