



Pennsylvania
Chiefs of Police Association

REQUEST FOR PROPOSALS

Development and Production of a Nationwide Law Enforcement Recruitment Video & Toolkit Initiative

Pennsylvania Chiefs of Police Association (PCPA)

Funded through the U.S. Department of Justice, Office of Community Oriented Policing Services (COPS Office)

RFP Number	2026-608-01
Issue Date	8-11-2026
Proposal Due Date	9-11-2026 at 5:00PM
Questions Due	9-1-2026 at 5:00PM
Point of Contact	Gerald Simpson gsimpson@pachiefs.org (717) 236-1059 x107
Anticipated Contract Term	Through September 30, 2027, subject to award terms

Project Purpose	Creative and production support for a nationwide law enforcement recruitment media package under the FY25 COPS Office award.
Primary Deliverables	Recruitment video resources, customizable toolkit, resource support package, marketing/dissemination materials, article support, and targeted advertising.
Contract Type	To be specified by PCPA; vendor pricing must remain within allowable grant scope and federal award requirements. Total award budget for this project is \$399,768.00.

1. Introduction and Background

The Pennsylvania Chiefs of Police Association (PCPA) seeks proposals from qualified vendors to support implementation of its FY25 COPS Office cooperative agreement for a nationwide law enforcement recruitment media initiative.

Under the award, PCPA will develop a recruitment-focused media package designed to speak directly to potential officers, deputies, and troopers through honest, compelling, and unscripted testimonials from law enforcement personnel.

The initiative includes development of a flagship video, short-form social media content, density-specific and themed video assets, a customizable toolkit for agency use, a resource support package, and targeted advertising.

This project is intended to address persistent recruitment challenges affecting law enforcement agencies nationwide by shifting recruitment messaging toward the everyday purpose, realism, and service-oriented nature of policing.

2. Project Goals and Objectives

The selected vendor shall support PCPA in accomplishing the following objectives:

- Develop a high-quality recruitment media package centered on authentic law enforcement testimonials.
- Produce a flagship recruitment film and supporting short-form content suitable for social media and local adaptation.
- Create density-specific and themed recruitment assets that can be used by agencies in rural, suburban, and urban settings.
- Develop a customizable toolkit that agencies can use with minimal effort to support locally relevant recruitment advertising.
- Assist PCPA in creating and executing a marketing and dissemination strategy for the project deliverables.
- Support development of a resource support package suitable for submission to the COPS Office and associated training/resource platforms.
- Deliver targeted advertising through appropriate media channels, including social media and search-based digital advertising, consistent with the grant award.

3. Scope of Work

The selected vendor shall provide full-service creative, production, and implementation support for the project, including the services listed below.

- Project planning and kickoff participation
- Ongoing project coordination and monthly status reporting support
- Marketing materials and dissemination planning
- Article development support for publication in a law enforcement-facing outlet
- Video concept development, pre-production, filming, editing, and post-production
- Development of a customizable multimedia recruitment toolkit
- Packaging and preparation of all required source files and final assets for delivery
- Planning and execution of targeted digital advertising
- Revisions and comment resolution based on PCPA and COPS Office review
- Support for accessibility and federal compliance requirements

4. Required Services and Functional Requirements

A. Project Management and Coordination

- A designated project manager as the primary point of contact.
- Participation in a kickoff meeting within 30 days of contract start or as directed by PCPA.
- Monthly coordination meetings and written status updates summarizing task progress, challenges, successes, questions, budget status, and relevant metrics.
- Coordination with PCPA staff and responsiveness to reviewer feedback.

B. Marketing and Dissemination Support

- Social media posts and campaign-ready copy.
- Blast email content and one-page promotional materials.

- Messaging recommendations for law enforcement audiences and prospective recruits.
- Coordination recommendations for broader dissemination of project assets.

C. Recruitment Article Support

- Development of at least one article suitable for publication in a law enforcement-oriented outlet.
- Editorial support through review, revision, and approval-ready formatting.

D. Video Resource Development

- At least one flagship recruitment film.
- Social media-ready clips.
- Density-specific versions for rural, suburban, and urban audiences.
- Themed video content as appropriate for recruitment use.
- Supporting production materials such as scripts, transcripts, or user guidance as needed.

E. Customizable Toolkit

- Editable graphics and templates.
- Adaptable messaging copy.
- Campaign guidance and suggested use cases by agency type or recruiting need.
- Instructions for local customization.

F. Resource Support Package

- Publishing-ready video files and full source files for final deliverables.
- Promotional images and resources.
- Information required for creation of a project resource page.
- Any additional files necessary to support final packaging and delivery of the project.

G. Targeted Advertising

- Paid social media and search-based advertising, as appropriate.
- Audience targeting for law enforcement recruitment demographics.
- Campaign performance summaries and recommendations.
- Coordination with PCPA on message approval and audience strategy.

H. Revisions and Comment Resolution

- Vendor must address comments and revision requests from PCPA and, where applicable, federal grant oversight review.
- Vendor must maintain version control and timely revision turnaround throughout the project.

5. Compliance and Grant Requirements

Because this project is funded under a federal cooperative agreement, the selected vendor must be able to operate within the requirements below.

- Work must remain within the approved scope of the grant award and may not materially deviate without prior authorization.
- PCPA retains responsibility for required federal approvals; vendor must support review-ready submissions.
- Accessibility compliance is required for electronic and information technology deliverables; video products must support closed-captioning and audio description where applicable.

- Vendor must support proper rights clearances and ensure deliverables do not infringe third-party rights.
- Materials developed with award funding must accommodate required federal attribution, copyright, and licensing language.
- Vendor must maintain appropriate confidentiality and safeguard any project-related sensitive information.
- Profit limitations, allowability of costs, and federal award restrictions may affect contract structure and reimbursable costs.

6. Deliverables

The selected vendor shall provide the deliverables listed below in accordance with the final contract, approved workplan, and grant schedule.

1. Kickoff meeting participation and workplan
2. Monthly check-in meetings and written updates
3. Marketing materials and dissemination plan
4. At least one article draft suitable for law enforcement publication
5. Video resources, including flagship film and short-form clips
6. Density-specific and themed video assets
7. Customizable recruitment toolkit
8. Complete resource support package, including final and source files
9. Targeted advertising campaign implementation
10. Final project asset inventory and turnover package

7. Project Timeline

The FY25 grant award identifies a 24-month performance period from October 1, 2025 through September 30, 2027. Vendors must propose a detailed implementation timeline aligned to these milestones.

Milestone	Timing
Kickoff meeting	Within 30 days after award acceptance / contract start
Monthly check-in meeting and written update	Monthly
Marketing and dissemination support	Continuous
Recruitment article	FY27 Q2
Video resources	FY27 Q3
Customizable toolkit	FY27 Q3
Resource support package	FY27 Q3
Targeted advertising	FY27 Q3

8. Budget

Proposals must include a detailed budget and narrative that clearly identifies project costs, assumptions, exclusions, and billing schedule.

- Personnel and labor costs
- Creative development costs
- Production and post-production costs
- Travel, if proposed
- Advertising/media buy costs

- Licensing and rights clearance costs
- Accessibility/remediation costs
- Packaging and delivery costs
- Optional line items, if any
- Assumptions, exclusions, and billing schedule

9. Vendor Qualifications

Proposals should demonstrate the vendor's relevant experience, technical capability, and ability to deliver compliant public-safety media work.

- Experience producing high-quality public sector, public safety, or mission-driven media campaigns.
- Experience with documentary or testimonial-style video production.
- Experience creating social media-ready campaign content.
- Experience designing toolkits or implementation-ready communications assets.
- Ability to manage complex review and revision workflows.
- Familiarity with accessibility requirements for video and digital products.
- Strong project management capacity.
- Experience working under government, nonprofit, or federally funded project requirements is preferred.

10. Proposal Submission Requirements

Proposals must include each element below and should be organized in the same order for ease of review.

No.	Required Proposal Element	Included
1	Executive Summary	☐
2	Company Background	☐
3	Relevant Experience	☐
4	Technical/Creative Approach	☐
5	Detailed Scope of Services	☐
6	Proposed Staffing Plan	☐
7	Project Timeline	☐
8	Budget Proposal	☐
9	Sample Work	☐
10	References	☐
11	Description of accessibility/compliance capability	☐
12	Description of review-cycle, revision, and rights-clearance approach	☐

11. Evaluation Criteria

PCPA may evaluate proposals using the criteria and suggested weighting below. Final weighting may be adjusted in the issued solicitation.

Evaluation Criterion	Weight (%)
Understanding of project goals and grant scope	15
Quality and relevance of prior work	15

Strength of technical and creative approach	20
Project management and responsiveness	15
Accessibility and compliance readiness	10
Cost-effectiveness and pricing clarity	15
Ability to meet timeline and deliverables	10

Total suggested weighting: 100%.

12. Terms and Conditions

The selected vendor will be required to enter into an agreement with PCPA incorporating the final negotiated scope, budget, and compliance terms.

- Compliance with applicable federal grant requirements.
- Rights clearance and intellectual property protections.
- Confidentiality and data handling requirements.
- Approval and revision obligations.
- Accessibility obligations.
- Deliverable ownership/licensing terms consistent with the federal award.
- Invoicing and payment terms tied to approved scope and allowable costs.
- Termination and remedies for nonperformance.
- Cooperation with documentation or audit needs related to the grant, as applicable.

13. Submission Instructions

PCPA should complete this section before release with final deadlines, submission method, file naming conventions, and procurement contact information.

- Submission email or portal: [Insert]
- Questions must be submitted by: [Insert]
- Proposal due date and time: [Insert]
- Required file format(s): [Insert PDF/DOCX/Excel requirements]
- Late submissions: [Insert policy]
- Reservation of rights statement: [Insert final language]

Appendix A. Proposal Cover Sheet

Vendor legal name	
Primary contact	
Email	
Phone	
Address	
Authorized signature / date	

Appendix B. Pricing Form

Cost Category	Amount	Notes / Assumptions
Personnel/Labor	\$	

Creative Development	\$	
Production/Post-Production	\$	
Travel	\$	
Advertising/Media Buy	\$	
Licensing/Rights	\$	
Accessibility/Remediation	\$	
Other	\$	
Total	\$	

Appendix C. Reference Form

Client / Organization	Contact Name	Email / Phone	Project Description