



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.


## Header @ 1

 List View

## General Information | Contact | Default Values | Discount | Document Information | Clarification Request

Procurement Folder: 1666136


Procurement Type: Central Purchase Order

Vendor ID: VS0000048996 

Legal Name: Awesome Films

Alias/DBA: Awesome Films

Total Bid: \$63,400.00

Response Date: 05/12/2025 

Response Time: 13:29

Responded By User ID: DKHR 

First Name: Diane

Last Name: Rankin

Email: diane.rankin@theawesomefil

Phone: 4128419984

SO Doc Code: CRFQ

SO Dept: 1400

SO Doc ID: AGR2500000019

Published Date: 5/5/25

Close Date: 5/12/25

Close Time: 13:30

Status: Closed

Solicitation Description: Video Production Services

Total of Header Attachments: 1

Total of All Attachments: 1



Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

State of West Virginia  
Solicitation Response

<b>Proc Folder:</b> 1666136		
<b>Solicitation Description:</b> Video Production Services		
<b>Proc Type:</b> Central Purchase Order		
Solicitation Closes	Solicitation Response	Version
2025-05-12 13:30	SR 1400 ESR05122500000006947	1

VENDOR
VS0000048996 Awesome Films

<b>Solicitation Number:</b>	CRFQ 1400 AGR2500000019		
<b>Total Bid:</b>	63400	<b>Response Date:</b>	2025-05-12
		<b>Response Time:</b>	13:29:29
<b>Comments:</b>			

<b>FOR INFORMATION CONTACT THE BUYER</b> Larry D McDonnell 304-558-2063 larry.d.mcdonnell@wv.gov		
<b>Vendor Signature X</b>	<b>FEIN#</b>	<b>DATE</b>

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Contract Services Deliverable #1				61000.00

Comm Code	Manufacturer	Specification	Model #
82131603			

**Commodity Line Comments:** Accounts for Location production, Post Production and deliverable for all 11 videos.

**Extended Description:**  
 4.1.1 Contract Services Deliverable #1  
 For further details see attached documentation.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Contract Services Deliverable #2				2400.00

Comm Code	Manufacturer	Specification	Model #
82131603			

**Commodity Line Comments:** Accounts for drone footage to be captured onsite for all locations. Operator and spotter costs accounted for in 4.1.1. This is for equipment rental.

**Extended Description:**  
 4.1.2 Contract Services Deliverable #2  
 For further details see attached documentation.



# **awesome films**

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## VIDEO AGENCY

VENDOR NAME:

BUYER:

SOLICITATION NO.:

BID OPENING DATE:

BID OPENING TIME:

FAX NUMBER:

Awesome Films

LARRY MCDONNELL – STATE OF WEST VIRGINIA

CRFQ 1400 AGR2500000019

VIDEO PRODUCTION SERVICES

MONDAY, MAY 12, 2025

1:30PM

304-558-3970

## Welcome

[12 May 2025]

Larry D. McDonnell  
State of West Virginia Purchasing Division  
2019 Washington Street  
East Charleston, WV 25305

Larry,

Thank you for the opportunity to submit our proposal in response to the West Virginia Conservation Agency's request for video production services. At Awesome Films, we are proud to bring over 30 years of experience in creating high-quality, purpose-driven video content for educational and public initiatives. Our fully in-house team, including producers, editors, cinematographers, and a licensed drone operator, is well-equipped to meet the technical and creative demands of this important project.

We understand the objective of this project is to develop a series of educational videos that serve both conservation technical staff and West Virginia farmers. From Train-the-Trainer presentations to Farmer Testimonials, these videos will inform and empower professionals, youth (such as FFA and 4-H members), and agricultural communities on key subjects like Nutrient Management, Soil Health, Weed Control, Grazing Techniques, and Forages. Our team is deeply experienced in filming real-world scenarios in field environments and understands the importance of capturing clear, accessible, and engaging footage to support practical learning.

Awesome Films meets and exceeds the requested "Standard Production Quality." All filming will be conducted using our owned, professional-grade video, lighting, audio, and drone equipment. We will always have at least two videographers on-site to provide coverage from multiple angles, ensuring clarity and completeness. Our lean, expert crew structure allows us to be flexible, efficient, and responsive to consultant-led scripting and pre-planned content, while still offering creative suggestions when helpful. With everything from drone coverage to editing handled internally, we ensure consistent quality and clear communication throughout the process.

We're enthusiastic about the opportunity to support WVCA in delivering this meaningful educational content to those who manage, protect, and cultivate the land across the state. Thank you for considering Awesome Films—we would be honored to help bring your vision to life.

Sincerely,

Diane Rankin  
General Manager



Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

State of West Virginia  
Centralized Request for Quote  
Agricultural

Proc Folder: 1666136  
Doc Description: Video Production Services

Reason for Modification:

Proc Type: Central Purchase Order

Date Issued	Solicitation Closes	Solicitation No	Version
2025-04-15	2025-04-30 13:30	CRFQ 1400 AGR2500000019	1

BID RECEIVING LOCATION

BID CLERK  
DEPARTMENT OF ADMINISTRATION  
PURCHASING DIVISION  
2019 WASHINGTON ST E  
CHARLESTON WV 25305  
US

VENDOR

Vendor Customer Code:

Vendor Name : Awesome Films

Address : 3426

Street : Bethoven Street

City : Pittsburgh

State : PA

Country : USA

Zip : 15219

Principal Contact : Diane Rankin

Vendor Contact Phone: 412-841-9941

Extension:

FOR INFORMATION CONTACT THE BUYER

Larry D McDonnell  
304-558-2063  
larry.d.mcdonnell@wv.gov

Vendor  
Signature X

FEIN# 47-4487613

DATE 5/12/2025

All offers subject to all terms and conditions contained in this solicitation





**awesome films**  
VIDEO AGENCY

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Diane Rankin, General Manager \_\_\_\_\_

(Address) 3426 Bethoven St. Pittsburgh, PA 15219 \_\_\_\_\_

(Phone Number) / (Fax Number) 412-683-1800 \_\_\_\_\_

(email address) diane.rankin@theawesomefilms.com \_\_\_\_\_

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Awesome Films

(Company) \_\_\_\_\_

(Signature of Authorized Representative) \_\_\_\_\_

Diane Rankin, General Manager – May 12, 2025

(Printed Name and Title of Authorized Representative) (Date)  
412-683-1800

(Phone Number) (Fax Number)

[diane.rankin@theawesomefilms.com](mailto:diane.rankin@theawesomefilms.com)

(Email Address)



**SOLICITATION NO.: CRFQ AGR25\*19**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

(Check the box next to each addendum received)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Awesome Films  
Company  
[Signature]  
Authorized Signature  
5/12/2025  
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

**1.1 Contract Manager:** During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

<b>Contract Manager:</b>	Diane Rankin
<b>Telephone Number:</b>	412.841.9984
<b>Fax Number:</b>	
<b>Email Address:</b>	Diane.rankin@theawesomefilms.com

## Company Overview

### Hi, we're Awesome.

Yes, that's our name—and we know it's a bold one. But when we launched Awesome Films 10 years ago, we knew we had to live up to it. That meant showing up every day with heart, hustle, and a commitment to delivering work that doesn't just meet expectations—it makes people feel something.

For over a decade, our vision has stayed clear and simple: **inspire audiences and take care of our clients** like they're part of the team. Based in Pittsburgh, PA, we're a full-service creative agency and video production company.

We produce brand strategies and creative content that includes everything from award-winning documentaries and TV specials to commercials, digital campaigns, and short-form storytelling. And through it all, we've built a team that's not only talented—but truly loves collaborating. Many of us have been doing this side by side for years.

We've earned more than 30 Emmy Awards including Best Sports Series, Best One-Time Special, and Best Director. But what we're most proud of? Doing big things with **leaner budgets and tighter timelines**—without ever sacrificing quality.

## What Makes Us Awesome

These days, just about every video or marketing firm says they're storytellers. And we get it. It's a buzzword for a reason. But at Awesome Films, storytelling isn't a tagline, it's the foundation of everything we do.

We don't just tell stories. We *find* them through thoughtful listening, collaboration, and a deep understanding of the people, values, and goals that make each client unique. We take the time to ask better questions, so we can uncover what really matters—not just what looks good on screen. We're not chasing trends—we're crafting timeless work that connects and inspires.

Our secret sauce? A team that blends decades of experience with fresh creative energy. Our senior team members have been producing Emmy-winning work since the '90s. Our next-gen creatives bring an instinct for what today's audiences crave. Together, we challenge each other to go beyond the expected and create work that doesn't just inform, it moves people.

Because to us, storytelling isn't about what we want to say. It's about making an emotional connection with your audience to inspire them to take action. That's what sets us apart. That's what makes us Awesome.



## Production Understanding

### **Contract Services #1**

Awesome Films is fully prepared to deliver all 11 educational videos for WVCA—five pasture walk, five train-the-trainer, and one farmer testimonial—with the highest level of professionalism, efficiency, and quality. Our in-house team of experienced videographers, including a licensed drone operator, will film in both indoor and outdoor settings using multiple camera angles and professional-grade equipment we fully own. At least two team members will always be on-site to capture dynamic footage and ensure thorough coverage. We're equipped to film multiple locations in a day, travel across all required filming sites in WV, MD, and VA, and remain flexible to WVCA's advisement throughout production. With decades of experience and streamlined logistics, we'll complete filming within the allotted eight days, meet your October 31 deadline with ease, and deliver videos that are not just ready for publishing—but built to engage, educate, and endure.

### **Contract Services #2**

Awesome Films is fully equipped to provide professional drone services to support all 11 educational videos. Jeff Stich, our licensed and insured FAA-certified drone pilot, will lead all aerial operations using our in-house drone equipment and high-resolution drone cameras. We will deliver fully edited drone flyover footage that enhances the educational content and aligns with the look and tone of each video. Our team will coordinate directly with WVCA and its presenters to ensure all filming aligns with scheduled site visits throughout May, June, July, and August 2025. FAA Remote Pilot Certification documentation and insurance will be provided at the start of the project.

## Samples of our Work

Awesome Films is proud to share a selection of sample work that demonstrates the depth and versatility of our production capabilities. Our portfolio spans a wide range of industries—showcasing our ability to tailor storytelling, visuals, and technical execution to meet the needs of diverse audiences. Whether capturing field-based demonstrations, producing branded institutional content, or highlighting community impact, our work consistently reflects the high production standards and creative focus we bring to every project.

### Penn State Inspiring Series Honeybees

We developed an inspiring series for Penn State to help them share their research stories across campus. This video focuses on honeybees. Both in the lab and in the field, an effort being led by Christina Grozinger, associate professor of entomology in Penn State's College of Agricultural Sciences. The team, made up of faculty and students, is a unique collaboration of researchers from different disciplines looking at a few different systems, including honeybee genomics, bioinformatics and insect physiology, all with one goal in mind: to help the honeybee grow and thrive in the face of this crisis.



<https://www.youtube.com/watch?v=PwuC7btJ8rU>

### Miami University of Ohio - :30 Together We Will - Brand Awareness

Miami wanted to bring their brand voice to life in a way that felt *authentic* to your campus and community. We approached this project the way we approach all our work: with creativity, care, and a clear focus on making the most of every resource.



For the :30, we created three versions with different voice talent for three different approaches to the message. We share our favorite version here:

Password: awesome | <https://vimeo.com/973286644>

### Additional Samples

#### Slippery Rock University – :30 Brand Commercial + Social Content Strategy

Password for all – awesome

Brand :30 <https://vimeo.com/1031605963>

#### Undergraduate Socials

More - <https://vimeo.com/1045782334>

Vibe - <https://vimeo.com/1045782389>

Prepared - <https://vimeo.com/1045782350>

#### University of Pittsburgh

Forge Ahead :30

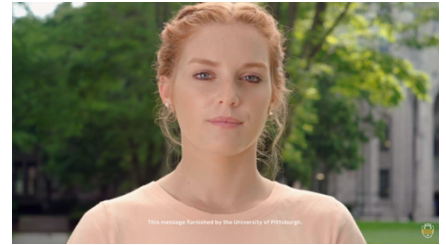
<https://www.youtube.com/watch?v=xPwkYDjIzJQ>

#### Rutgers University

Keep Choppin' Ticket Promo :30

<https://vimeo.com/1051184292>

password: awesome



## Project Team

Our team includes 13 incredibly talented creatives who aren't just experts in video—they're passionate storytellers, thoughtful collaborators, and genuinely good people. From the very first brainstorm to the final cut, we're all in—working together to make your projects unique and the client experience awesome.

Unlike many agencies that rely heavily on freelancers, our team is fully in-house (except for makeup and stylists). That means you won't just see the work—we'll be the people you see, talk to, and collaborate with throughout the entire process. We believe that's how the best work gets made: with consistency, care, and strong relationships built on trust.

So, here's your chance to get to know us a little better. Below, you'll find a quick snapshot of the core team members who will be by your side on this project. Some of you may recognize some of our faces and for others, we're excited to meet you—and even more excited to get to work.

### **Frick Weber – Executive Producer**

Frick (or Michael... or Soda, depending on who you ask) is the creative engine powering many of Awesome's most impactful productions. With 25+ years of experience, he's a true production all-star developing, directing, shooting, and editing work that has earned numerous Emmys and Telly Awards.

Frick's background includes a degree from Penn State and a lifelong love of visual storytelling. Whether he's leading a capital campaign video or a high-energy athletics spot, he brings a signature blend of creativity, technical finesse, and emotional depth. His ability to find the soul of a story—and bring it to life in a visually compelling way—is what sets him apart. He's also a published comic book and graphic novel author, a music video producer for his son's Boston-based rock band, and the unofficial documentarian of his daughter's athletic achievements in lacrosse, wrestling, and cheer. Frick's experience is vast, his eye is sharp, and his work reflects a deep passion for storytelling that always shines through.



### **Diane Rankin – General Manager**

With three decades of experience in marketing and communications, Diane brings a strategic mindset and client-first philosophy to everything she does. From major brand refreshes and capital campaigns to enterprise-level website redesigns and multi-platform video projects, she's led initiatives that deliver measurable impact and long-term value.



At Awesome Films, Diane leads client services and oversees strategic development, ensuring every project is grounded in clear goals and thoughtful execution. She is known for her sharp insight, strong leadership, and ability to guide teams through complex timelines with ease. Diane is especially proud of the lasting partnerships she's built, including a standout collaboration with Seton Hall University.

A Grove City College alum, Diane balances her professional passion with personal pride—cheering on her daughters (a collegiate golfer and competitive cheerleader) and enjoying life with her two sweet shichons, Winnie and Watson. Her leadership is steady, her standards are high, and her commitment to excellence shows in every client relationship.

**Michael Messner – Partner + Creative**

Mike is a seasoned creative lead with more than 20 Emmy Awards and a portfolio that spans national branding campaigns, capital campaigns, recruiting films, and documentaries. He brings both vision and precision to his role as Partner at Awesome, consistently producing content that connects emotionally and performs strategically. A Penn State graduate with a background in communications, Mike has built a career rooted in intentional storytelling. His credits include work on Netflix's *The Last Gladiators* with director Alex Gibney, and the award-winning autism documentary *The Neighbor Next Door*. He thrives at the intersection of narrative and impact, crafting stories that not only look good—they resonate.

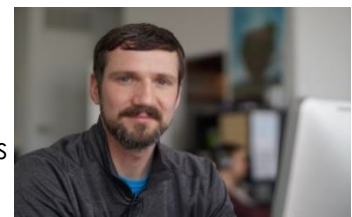
Mike's leadership style is calm, focused, and collaborative. He sees the big picture while ensuring the details are just right. Off set, he's a youth hockey coach and was named the first-ever Distinguished Alumni by Penn State Hockey. With Mike, you get a storyteller, strategist, and teammate who brings substance—and a sense of purpose—to every project.

**Jason Mortimer – Lead Videographer**

Jason is a seasoned videographer and director with a gift for capturing both the action and the emotion of a story. With shoots in 49 states and countless Emmy Awards to his name, he's built a reputation for being calm, creative, and always prepared.

Jason's expertise extends beyond the lens—he's an exceptional on-set director, known for working seamlessly with CEOs, university presidents, and donors. His relaxed, professional demeanor puts people at ease and brings out their best, ensuring on-camera moments feel confident, natural, and polished.

He's also a technical problem-solver with a "can-build-anything" mindset. Whether it's designing a one-of-a-kind camera rig or figuring out a complex shoot setup, Jason always finds a way. A Penn State alum with a degree in film and video (and a minor in World Literature), Jason is equally comfortable in fast-paced field shoots or fine-tuning





the details in post. His work ethic, talent, and adaptability make him one of the most valuable players on any set.

**Jeff Stich – Videographer | Drone Pilot**

Jeff is the ultimate behind-the-scenes pro—dependable, skilled, and always ready to roll. As a videographer and licensed drone pilot, he brings both versatility and precision to every shoot. His calm, can-do attitude makes him a go-to team member on everything from major campaign videos to travel-heavy productions.



With over 100,000 miles traveled with the Awesome team, Jeff has filmed across the country—and even internationally. He's worked as a cameraman, grip, drone operator, and support producer, often switching hats seamlessly to keep things running smoothly. His attention to detail and quiet confidence brings a steadying presence to fast-paced environments.

Jeff's technical expertise shines in his smooth camera work and elevated aerial footage, captured legally and expertly thanks to his drone pilot certification. A Penn State grad with a degree in film and video production, Jeff delivers not just great shots, but great energy—keeping crews focused and clients confident from the first frame to the last.

**Mike Szivos – Art Director | Lead Motion Designer**

Mike Szivos brings artistic vision and technical mastery to every frame. As Awesome's Lead Motion Designer and Art Director, he transforms creative concepts into eye-catching, purposeful motion graphics that elevate any story. With more than 20 years of experience, Mike's work spans branding campaigns, national television, and international broadcasts—including projects for History Channel, Discovery, and National Geographic.



He holds a B.A. in Visual Effects and Motion Graphics from the Art Institute of Pittsburgh and a master's in media arts and technology from Duquesne University. With a foundation in both design and strategy, Mike creates graphics that do more than move—they communicate, guiding viewers and adding polish to the overall narrative. Mike is the teammate you want when timelines are tight, and expectations are high. His ability to translate complex messages into visually compelling motion makes him a standout in his field—and a major asset to every project team.

## Conclusion

This project is about educating and empowering West Virginia's conservation staff, farmers, and future land stewards through clear, accessible video content. Awesome Films will deliver professional, field-ready production with a skilled in-house team and decades of experience. We won't just meet your expectations—we'll bring added value through seamless coordination, consistent quality, and a deep commitment to the mission behind the message.

If you have questions or if you would like additional information, please contact:

Diane Rankin  
Awesome Films

3426 Bethoven Street | Suite 2 | Pittsburgh, PA 15219  
[c] 412.841.9984 | [e] [diane.rankin@theawesomefilms.com](mailto:diane.rankin@theawesomefilms.com)