



## TENDER BRIEF: Content Creation Services – 2025 Major Events

### Events: Moreton Bay PrideFest & Jetty 2 Jetty Fun Run

**Issued by:** Moreton Bay Region Industry & Tourism (MBRIT)

**Location:** Moreton Bay Region

**Contract Term:** May – August 2025

**Submission Deadline:** 24<sup>th</sup> April 2025

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### Overview

MBRIT invites videography and content professionals or production agencies to submit a tender to deliver **content creation services** for two of the region's major events: **PrideFest** and the **Jetty 2 Jetty Fun Run (J2J)**.

These events represent the vibrancy, diversity, and active lifestyle of Moreton Bay. The successful supplier will be responsible for capturing compelling, engaging, and on-brand video content for use across digital marketing, social media, and promotional campaigns.

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### Event Profiles

#### PrideFest (June 2025)

A bold, inclusive, and high-energy celebration of the LGBTQIA+ community, featuring live performances, community engagement, and vibrant festival experiences. The videographer will need to capture:

- Main stage performances and headline acts
- Community and cultural moments
- Sponsor activations and installations
- Festival colour, energy, and attendee reactions
- Short-form content for same-day posting

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## Jetty 2 Jetty (J2J) Fun Run (July 2025)

Queensland's longest-running fun run held along the Redcliffe foreshore. The videographer/content creator will need to capture:

- Key Sponsors Sponsor activations and installations
- Pre-race atmosphere and race start
- Runners across all distances (3km to Half Marathon)
- Scenic coastal shots and drone footage (where possible)
- Community and family involvement
- Post-race celebrations, sponsors, and crowd energy

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## Scope of Services

- **Onsite Videography:** Presence in the lead up and during both events to capture scheduled and ambient footage.
  - **Content Strategy Support:** Work with MBRIT's marketing team to align on key messaging and storylines.
  - **Post-Production Editing:**
    - Hero highlight reels for each event
    - Social-first content (vertical video, reels, teasers)
    - Short sponsor/activation clips
    - B-Roll Footage
  - **Quick Turnaround Delivery:** Some content will be required for near real-time release.
  - **Content Organisation:** All footage to be clearly labelled and archived for ongoing use.
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### Submission Requirements

Interested suppliers must provide:

- Portfolio of similar event or festival work
- A short proposal outlining creative approach to both events
- Cost structure (shooting, editing, travel, equipment, etc.)
- Proof of public liability insurance and working with children check (if required)
- Capacity to deliver to key dates

Please direct all submissions to: [marketing@mbrit.com.au](mailto:marketing@mbrit.com.au)

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Moreton Bay

WHAT'S  
ON  
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BAY

MORETON BAY  
BUSINESS &  
INNOVATION  
AWARDS

Redcliffe  
Kite Fest  
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JETTY  
JETTY  
HALF MARATHON & FUN RUN