



toro global llc

working for you and with you

Prepared by:
Gloria Zamora (President)



NIWC Pacific: Multi-Media Support Services RFQ # N66001-23-Q-6030

We at Toro Global LLC and our subcontractors are pleased to submit our proposal for NIWC's Media Support Services solicitation. We have reviewed the requirements outlined in the RFQ and are confident in our ability to provide the services that you are seeking.

As a certified Woman-Owned Small Business (WOSB), Minority Business Enterprise (MBE), and Small Business Enterprise (SBE), we understand the importance of meeting the needs of our clients while also supporting diversity and inclusion within the business community.

In addition to our certifications, we hold a proven track record of delivering high-quality media support services to a diverse range of clients. Our team is comprised of experienced professionals who are dedicated to delivering outstanding results.

We would like to assure you that we unconditionally assent to all terms, conditions and provisions included in the RFQ. We look forward to the opportunity to work with you and are available to answer any questions you may have.

Thank you for considering Toro Global LLC for your Media Support Service needs.

Sincerely,

Gloria Zamora
President
Toro Global LLC

Toro Global LLC is a dynamic and experienced company led by President Gloria Zamora and Director Rodger Cunningham. The company holds certifications as both a Women-Owned Small Business (WOSB) and a Minority Business Enterprise (MBE). We specialize in providing industrial supplies for government contracts and multi-media development. Our team is highly skilled in video production and marketing within the realm of multimedia development. With our commitment to excellence and our team of experienced professionals, Toro Global LLC is the perfect partner for any military organization looking to improve its multimedia presence. www.toroglobal.com

Our team

President- Gloria Zamora

With over 20 years of experience, the company's principal and president, Gloria Zamora, has built a team of professionals that are dedicated to providing the best quality work to their clients. As an accomplished entrepreneur, Gloria has co-founded several successful companies, including Cilajet, Sneaky Klean, and Redrum Sportfishing. She began her career in the tech industry in Silicon Valley and has since held positions in various companies, including a director role at RMG Media Group for over 11 years. With certifications in Project Management and Public Relations, she is well-equipped to handle various business operations. In addition to her professional achievements, she is tri-lingual and has had a career that has spanned across 7 different countries. As the owner of Toro Global LLC, she has helped a number of companies and high-profile individuals to not only generate additional revenue streams, but also to build their brands.

Media Director- Rodgerson Cunningham

Rodger Cunningham is a multi-talented media specialist and the Director of Toro Global LLC. He brings a wealth of experience to the company, having owned and operated RMG Media Group in New Zealand for over 20 years. With skills in digital photography, video production, video editing, data management, project management, and music production, Rodger is able to manage audio and visual projects from concept to delivery. In addition to his wealth of experience in music, film, and television production, Rodger Cunningham has expertise in the field of podcasts, having established a syndicated New Zealand radio station. His work has also been featured on numerous television and film projects for the following sectors in the United States education, television and podcasters.

Special Effects and Graphics- Jake Johnston

Jake Johnston is a highly skilled and experienced professional with over 5 years in the industry. He specializes in 3D production, modeling, rendering, and graphic design and has a diverse portfolio of work that includes music videos, 3D projects, and commercial spots. He prides himself on being able to handle any project thrown his way and executing it in an extremely timely and professional manner. Jake's proficiency includes a wide range of software such as Unreal Engine, Cinema 4D, Redshift Render, Octane Render, 3D Modeling within Cinema 4D, Hyper-realistic texturing and lighting within a 3D space, Z-Brush, Compositing with Blue/Green Screen, Dynamic simulations (X-Particles), Water simulation dynamics and rendering, and editing within Premiere Pro. Jake is also a skilled shooter and director, with ownership of a Red Helium Package. Clients have ranged from commercial and video ads for Target, Valiant, Hormel and tech companies. www.jakejohnston.com/portfolio

Subcontractor (Graphic Design and Content) Digital Nest- Andrew Reyes

Digital Nest is an award-winning graphic design company owned and operated by Andrew Reyes. They have been in operation since 2010 and offer a wide range of design services including custom designs, logos, flyers, banners, and illustrations. They have worked with various clients including brands and private individuals. The team at Digital Nest has been recognized for their outstanding work and has received awards for their designs. They are known for creating spectacular custom designs that exceed client's expectations. In addition, they are accomplished in Video Editing, Short Video Ads, Logo Animation, Intros & Outros, Visual Effects, Animated GIFs, and Corporate Videos. 2022 Winner of Best Web Developers again. <https://digitalnest.net/gallery/>

Technical Writer- Susan Trudeau

With over 15 years of experience, Susan Trudeau is an experienced marketing technical writer. She has a proven track record of designing and creating high-quality marketing collateral, including company websites from the ground up. She has experience in designing layouts, creating content, and crafting product descriptions that are both engaging and informative. As Lead Technical Writer for Sempra Energy in San Diego, she was responsible for creating step-by-step user guides, quick reference cards, training material, presentations, and knowledge base articles for both technical and non-technical audiences. Susan is skilled at simplifying complex user workflows into easy-to-understand steps.

Technical Advisor- Jerry Hornstein

Jerrold Hornstein is a highly experienced Technical Advisor with over 20 years of experience working with military and aerospace companies. Throughout his career, he has held various leadership positions, including Vice President of Sales and Marketing and Business Development at AMETEK Intellipower and Astrodyne. He has a wealth of knowledge and expertise in the field and is well-respected in the industry.

Subcontractor Production- Monami Productions

Toro Global LLC will be utilizing the services of Monami Productions subcontractors on an as-needed basis. Monami Productions will be called upon to assist with larger projects that fall outside of our core capabilities.

Monami Productions is a full-service production house and a female-owned independent production company, founded by Mona Scott-Young. The company boasts a diverse slate of scripted and unscripted projects that represent a wide array of stories and experiences that appeal to a global audience. Monami Productions is committed to conceptualizing, showcasing, and amplifying the full spectrum of voices from people of color and approaching all content with an eye toward global expansion and perspective. The company is also a division of Monami Entertainment, a lifestyle and entertainment company specializing in talent management, 360 cross-platform brand development and experiential marketing. Monami Productions television shows can be found on television stations such as OWN Network, VH1 and others. www.monamient.com

Toro Global LLC understands the importance of utilizing the appropriate facilities, equipment, and tools for each unique project, and are committed to delivering high-quality results for the NIWC Pacific. Our Toro Global team and subcontractors are highly experienced and equipped with a diverse range of resources to adapt to the specific needs of each project, whether it be a small-scale project or a large-scale one. We understand that different deliverables require different resources, and are dedicated to providing the appropriate facilities, equipment and tools for each project. Below is an outline of the various facilities, equipment and tools used for the expected deliverables.

Facilities

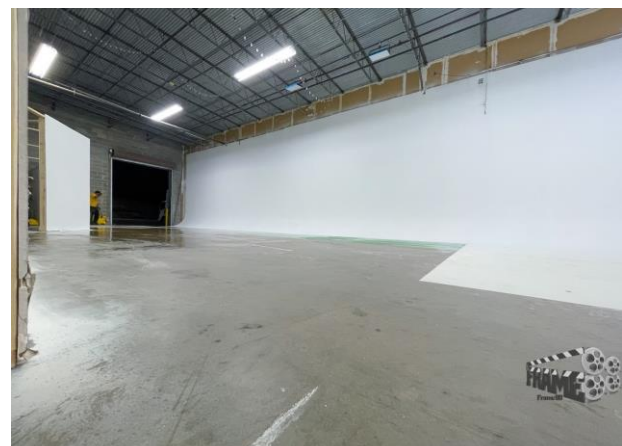
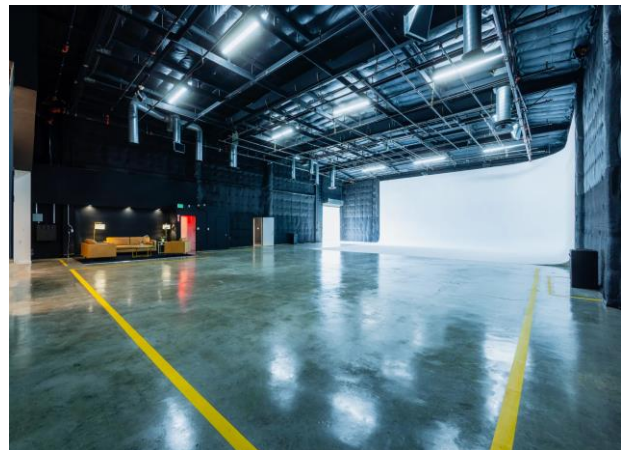
Depending on the deliverable facilities to include:

Sound Stage/Studio
VFX Editing Suite
Video Editing Suites

Audio Production Studio
Photography/Infinity Room
Web Development Suite

Graphics Suite
Vocal Booth
Green Screen Room

Conference Room
Administration Office



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Equipment Tools

Depending on the deliverable equipment that may be used are: (ALL cameras are 4K-8K resolution).

CAMERAS

Sony FX6 Canon C300 Mark II Video Editing Suites	Red Digital Cinema Cameras Canon R5C DJI Mavic 3 Drone
Canon 5D MK IV Insta 260 Pro Canon R6	FPV Drone

LENSES

Canon RF 24-70mm f/2.8 Canon EF 85mm f/1.2 Assortment of prime lenses	Canon 50mm f/1.4 Canon f/2.8 24-70mm lens Canon f/2.8 70-200mm lens
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AUDIO

Audio Mixer: Soundcraft Ui16 16-Channel Digital Mixer Microphones: Lectrosonics, Neuman U87 Shure SM57, Sony. Headphones: Sennheiser HD280 Pro Studio Headphones Preamps: Universal Audio 2-610, SSL X-Rack Plug-ins: Waves, UAD, and iZotope	Digital Recorder: Zoom H6 Handy Recorder Monitor Speakers: KRK Rokit 5 G3 Studio Monitors JBL LSR305, Yamaha HS8 MIDI Controller: Native Instruments Maschine Akai MPK2 Compressors: Universal Audio 1176, Drawmer DL241 Universal Audio Apollo- portable recording studio
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LENSES

Arri Skypanel S60 (LED) Kino Flo Celeb 201 LED Litepanels Astra 6X (LED)	Litepanels Miniplus (LED) Chimera X-Small Plus (Softbox) Photoflex Starlite QL	DJI RSC2 DJI RS 3 Pro Dana Dolly Kit
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Software Tools

Depending on the deliverable the following tools may be used:

FOR VFX & VIDEO

Cinema 4d Redshift Render Octane Render	Dynamic simulations (X-Particles) M1 Mac Computers, iPad Pros & PC's Premiere Pro – Davinci Resolve – Final cut Pro	DR Speed Editor DR Micro Panel Microphone: Neumann U87, Shure SM57
Z-Brush	Digital Audio Workstation (DAW): Avid Pro Tools HD, Logic Pro X	Compressors: Universal Audio 1176, Drawmer DL241
Red Helium	Audio Interface: Universal Audio Apollo, Focusrite Scarlett	

GRAPHIC ARTS & WEBSITE MAIN SOFTWARE USED

Adobe Photoshop Adobe Illustrator	Adobe Lightroom InDesign
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FOR PODCAST

Izotope RX 10 (luf loudness transcoder)	Sound treatment panels
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DATA MANAGEMENT

60TB Synology NAS Storage	60TB Western Digital backup drives	Multiple SSD portable drives
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Technical Approach

The Toro Global team utilizes a thorough technical approach and well-defined processes to ensure the successful delivery of high-quality deliverables for the NIWC Pacific. These processes are outlined below:

Pre-Production

1. Concept development: The idea for the project is developed and a concept or treatment is written.
2. Script development: A script is written and revised, going through multiple drafts before it is finalized.
3. Budgeting and financing: A budget is created and financing is secured for the project.
4. Casting and crew selection: Actors and crew members are selected and contracts are negotiated.
5. Scheduling: A production schedule is created, including dates for rehearsals, filming, and post-production.
6. Location scouting: Potential filming locations are researched and selected.
7. Production design: The overall visual look and feel of the film is planned, including sets, props, wardrobe, and special effects.
8. Equipment and supplies: All necessary equipment and supplies are acquired, including cameras, lighting, and sound equipment.
9. Safety and emergency procedures: Safety protocols (including on-set Covid-19 protocols for film and television productions) are put in place and emergency procedures are established.
10. Pre-production meeting: A final pre-production meeting is held to review all the details, assign tasks and responsibilities, and ensure everyone is ready to move on to the next phase.

Production

1. Script review: The script is reviewed to ensure that it is ready for filming and that all necessary information is included.
2. Scouting locations: The appropriate locations are scouted and secured for filming.
3. Casting: Actors are selected and cast for the video.
4. Equipment rental: The necessary equipment is rented or sourced, including cameras, lighting, and audio equipment.
5. Rehearsals: Actors rehearse their lines and blocking.
6. Filming: The video is filmed according to the shot list and production schedule.

Post-Production

1. Footage review: The footage is reviewed and organized for editing.
2. Editing: The footage is edited according to the script and vision for the video. This is the editing phase where the footage is assembled into a final product.
3. Sound design: Sound effects and music are added to enhance the audio experience.
4. Visual effects: Any necessary visual effects are added to enhance the video's visual appeal.
5. Color correction: The footage is color-corrected to ensure consistency and enhance the visual aesthetic.
6. Finalization: The video is reviewed and approved by the client or team.
7. Exportation: The final version of the video is exported and delivered to NIWC.

Obtaining actors and casting, assembling wardrobe, making costumes, set selection and/or development

1. Auditions: Actors will audition for the various roles in the production. The casting director or producer may hold open auditions or invite specific actors to audition.
2. Casting: After the auditions, the director and producer will select the actors who will play the various roles.
3. Wardrobe / Costume design: The wardrobe stylist and/or costume designer will acquire or create the wardrobe/costumes for the actors if needed, based on the director's vision and the period and setting of the production.

Approach to dealing with private and/or public locations in regards to permissions and permits

1. Research: Before we begin filming, we will research the location and find out who you need to contact to obtain permission. This may include the property owner or manager for private locations, and city or government officials for public locations.
2. Obtain permission: Once we have identified the appropriate contact, we will reach out to them and request permission to film at the location.
3. Obtain permit: Some public locations may require a permit in order to film., we will check with the city or government officials to find out if a permit is required and obtain one if needed.
4. Review insurance requirements: Some locations may require us to present evidence of insurance to cover any damages or liability that may occur during filming. We will provide the insurance.
5. Respect the location: Once we have obtained permission and any necessary permits, we will make sure to make any necessary adjustments to production plan to ensure that filming does not disrupt the normal activities of the location.
6. We will communicate with local authorities, if filming in public places, to avoid any legal issues.

General Approach on how we will work with NIWC Pacific to gain an understanding to advanced technologies

Toro Global is excited to collaborate with NIWC to gain a deeper understanding of advanced technologies through visual storytelling. Our team will work closely with NIWC to showcase these technologies in a way that is engaging and easy to understand for a wide audience. Together, we will explore the potential of these technologies and how they can be applied in real-world scenarios. The general approach to include the following steps:

1. Initial consultation: Meet with NIWC Pacific's Corporate Communications team to discuss and assess the deliverable being requested.
2. Research and analysis: Conduct research to gather information on the technologies and their potential applications in a military environment. Analyze the data to identify key features and benefits.
3. Concept development: Use the information gathered to develop concepts for the visual stories that showcase the technologies in a realistic and compelling way.
4. Review and feedback: Share the concepts/drafts with NIWC Pacific for review and feedback. Incorporate their input to ensure the concepts are accurate and aligned with their goals.
5. Production: Produce the visual stories, incorporating the advanced technologies as appropriate.
6. Evaluation: Monitor the progress of the project and evaluate the final product to ensure it is effective in showcasing the technologies and engaging the audience.
7. Continual improvement: Continually review and improve the process, technology and visual storytelling based on feedback and evaluation.

Thank you for considering our proposal, Toro Global LLC is the perfect partner for NIWC (Naval Information Warfare Center) to developing, producing and delivering unclassified video, multi-media, photography, graphics and written content driven products to support Naval Information Warfare Center (NIWC) Pacific's key messages.