

GUYSBOROUGH DISTRICT BUSINESS PARTNERSHIP REQUEST FOR PROPOSAL: PHOTOGRAPHY SERVICES



INTRODUCTION

The Guysborough District Business Partnership (GDBP) is a not-for-profit organization whose key mandates are to enhance the local small business and tourism industries; and contribute to overall community development. Working with the existing organizations in those fields; creating unique events and delivering business supports are ways in which the GDBP work within the Municipality.

BACKGROUND

High quality tourism photographs are of key importance to showcasing an area and what it has to offer. Our unique, rural communities are filled with cultural events and festivals; built and naturally occurring landmarks and attractions (beaches and museums); trails and waterfronts; as well as small businesses of varying shapes and sizes. This project is meant to help build a portfolio of professional photography for use in various forms such as websites, social media, print, brochures and any other mode of tourism marketing and must include diversity of people and places.

Should the GDBP be satisfied with the work and quality of the photography at the end of the fiscal period, there may be an opportunity for a standing offer past the one-year contract period. Additionally, should an agreement be reached between the photographer and the GDBP, an arrangement could be made to purchase already existing photography owned by the successful proponent.

SCOPE OF WORK

The selected photographer will be responsible for the following:

1. Event Photography:

- Capturing of high-quality images of a list of pre-determined festivals/community events in MODG; or events organized by the GDBP. This list would be created in conjunction with the GDBP & the successful candidate based on such factors as need or event size.
- Ensure that key moments and highlights of events are captured.
- Provide a mix of candid and staged shots that showcase the atmosphere and energy of the events with participants taking part in an event activity.

2. Destination Photography:

- Capture scenic landscapes, waterfronts, landmarks, attractions, and cultural experiences etc. across MODG. This list would be created in conjunction with GDBP and the successful candidate.

- Photography of destinations in multiple seasons will be a requirement, highlighting the municipality's destinations year-round.
- Highlight the unique selling points and beauty of the destination through visually compelling imagery.
- Include a variety of shots suitable for promotional materials, social media, and digital marketing campaigns.

3. Business Photography:

- Capture images that represent the overall existing business landscape in MODG.
- Showcase the diversity of businesses- accommodations, dining options, retail, industry etc.
- List of businesses/industries to be determined by successful candidate and Executive Director.

DELIVERABLES

The photographer will deliver the following:

1. A comprehensive collection of high-resolution digital images (preferably stored in Dropbox).
2. Images organized and labeled for easy reference.
3. Full usage rights for all images provided.
4. Timely delivery of the final edited images, as per the agreed-upon schedule.

PROPOSAL REQUIREMENTS

Interested photographers are requested to submit the following:

1. Introduction and Qualifications:

- Provide an introduction of your photography business, including your experience with event photography and tourism-related projects.
- Highlight any relevant qualifications, awards, or certifications.

2. Portfolio:

- Submit a portfolio showcasing your previous work in event photography, destination photography, and general tourism photography.
- Include samples that demonstrate your ability to capture the essence of an event or destination effectively.

3. Proposal:

- Outline your approach to fulfilling the requirements outlined in the Scope of Work- i.e. per event pricing schematic based on time or photos produced etc.
- Provide details of your editing process, and any additional services you may offer such as content writing, aerial photography, videography if relevant.

- Provide confirmation of knowledge and adherence to necessary privacy laws for event photography.

4. References:

- Provide contact information for two references from previous clients who can speak to the quality of your work and professionalism.

TIMELINE

- Proposal Submission Deadline: June 7th, 2024
- Evaluation and Selection of Proposals: June 14th, 2024
- Contract Award: June 18th, 2024
- Project Commencement: June 19th, 2024

BUDGET

Max budget \$10,000 from award date to March 31, 2025.

SUBMISSION INSTRUCTIONS

Please submit your proposal via email to Ashley Cunningham Avery at acunningham@gdbp.ca no later than June 7th at 4:30 p.m.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the photographer.
- Quality and creativity of the portfolio.
- Appropriateness of the proposed approach.
- Cost-effectiveness and value for money.
- Professionalism and responsiveness.

CONTACT INFORMATION

For inquiries or clarification regarding this RFP, please contact:

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