

REQUEST FOR PROPOSALS

Photography Services for Washington Township and the Washington Township Fire Department



Issued: October 20, 2021

Due Date: November 12, 2021

Contact: Melanie Amato – Communications Manager
email: mamato@wtwp.com

INTENT OF SERVICE

Washington Township and the Washington Township Fire Department is seeking a professional photography vendor to be on contract and capture photos during the end of 2021 and all of 2022. The vendor will capture images for use on all media channels including, but not limited to, the township's website, social media accounts, newsletters, posters, promotional publications, and advertisements.

PROJECT BACKGROUND AND OVERVIEW

Washington Township and the Washington Township Fire Department will use these images primarily for township related materials including print ads, composite portraits, social media campaigns, and newsletters. These outlets require prominent and captivating images that help tell the story of Washington Township and the Washington Township Fire Department. Images captured by the selected vendor will be used for several years. Photographs could be taken during the day, evenings or on weekends.

PHOTO REQUIREMENTS

Washington Township will receive all raw image files and one edited uncompressed jpeg format for each photograph. The township retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to Washington Township. The selected vendor will be allowed to use approved images captured for this project for demo purposes only.

1. Deliverables - Full resolution digital images uploaded to Dropbox/Google with full usage rights and ownership one week following when the pictures were taken. The pictures must be PC compatible.
2. Provide all photos in organized folders to Washington Township if more than one event was shot in a week.
3. Photography shots to include throughout the year, but are not limited to:
 - Township Trustee portraits and headshots
 - Washington Township Fire Department headshots
 - Group shots
 - Event shots
 - Location shots
 - Training shots
 - Township meetings

* Criteria could change throughout the year depending on services needed

SPECIFICATIONS FOR RESPONSE

Qualifying proposals require the information below. However, submitting vendors may choose to include additional materials as appropriate within the page limits specified under Proposal Format.

PROPSAL FORMAT

- Proposals must be submitted through the mail or through dropbox.
- Dropbox Link: <https://bit.ly/3DQ2Mzd>

Information within the proposal should be clear and in the format requested for each section:

1. Executive Summary: Provide an overview of the proposed services, your organization and its ability to be able to provide the services proposed.
2. Examples/Past Project: Include a summary describing three (3) relevant past projects. These examples should include a brief summary of each project and a sample of images as used in the final product. Should the vendor have an online portfolio, please provide the proper link to view.
3. Additional Considerations to be Addressed:
 - i. Equipment needed to produce headshots.
 - ii. Term of Service: Submit one-year pricing and options.
4. References: (max 1 page) Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address and phone number.
5. Cost Summary: (max 1 page) A detailed cost for your services broken into product and services.
6. Appendix/Portfolio: Applicants may provide a portfolio of work, either as an upload or via weblink to highlight the vendor's past work as applies to this proposed project. Applications may also use this section to provide any additional information regarding the applicant's qualifications or methods relevant to this project.

EVALUATION AND SELECTION PROCESS

All proposals will be evaluated and rated based on each vendor's demonstrated capability and experience in providing professional photography services to an organization, preferably for associations. Each vendor's qualifications will be evaluated and graded by Washington Township leadership. The Township reserves the right to find any vendor qualified or unqualified to perform the duties outlined in the Photo Requirements section. Washington Township and the Washington Township Fire Department reserve the right, in their sole discretion, to: select the vendor deemed to be the lowest responsive and best qualified; reject any and/or all proposals or any portion of any and/or all proposals; waive informalities or irregularities that do not materially affect the substance of any submitted proposal; and award the contract in a manner deemed to be in Washington Township's and the Washington Township Fire Department's best interest.

QUESTIONS ABOUT PROPOSAL

All questions regarding this RFP should be addressed to:

Melanie Amato, Communications Manager

Phone: 614-652-3928

E-Mail: mamato@wtp.com

Questions must be submitted at least three (3) business days prior to the RFP submission deadline.