



# **NORTHERN SUNRISE COUNTY**

**Request for Proposal (RFP):**

**Professional Photographer for Northern Sunrise County**

**Closing Date: Friday, March 24, 2017 at 2:00pm**

Northern Sunrise County is seeking a professional photographer to capture pivotal moments at County events, daily living, and projects throughout the county. The photos captured by the consultant/contractor may be used for communication materials and marketing initiatives; locally, regionally, provincially, nationally or globally. All images will align with Northern Sunrise County's brand and character.

The objective of this proposal is to select the most qualified consultant/contractor to provide photography services conforming to Northern Sunrise County's standards and branding.

**Request for Proposal:** March 3, 2017

**Description:** Produce a collection of photography of Northern Sunrise County events, attractions, and daily living.

**Closing Date:** March 24, 2017

**Closing Time:** 2:00pm

Northern Sunrise County reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.

### **Eligibility**

Any interested party, or parties, may submit a response to this RFP. The preference is a local contractor who is familiar with what Northern Sunrise County has to offer.

### **Purpose**

The purpose of the photography collection is to capture the essence and uniqueness of life in Northern Sunrise County as a resident or as a visitor. The photography may be used for communication materials and marketing initiatives throughout the year.

### **Target Audience**

The overall goal of Northern Sunrise County is to bring business and visitors to the region and sell the benefits of living here to potential re-locators. The target audience includes:

- Tourists
- Travelers
- Local residents
- Artisans
- Families
- Outdoor enthusiasts
- Event goers
- Potential Re-locators

## Scope of Project

It is expected that the contractor will be prepared to work with the County staff to establish a well-developed shot list and commit to special dates and events within the County.

## Photography

The photography collection needs to capture the essence of life in Northern Sunrise County. All photos must be high resolution in a JPEG file format and other formats used for the purposes of marketing and design.

The following are examples that will be included on the shot list:

- Community Events
- Sports and recreation
- County Buildings
- Parks
- Attractions
- Residents
- People in action

## Project Deliverables

The following project deliverables will be used to assess the completion of the contract. Completed shot list of high resolution photos, as established by County staff. A hard copy and digital copy of all photos in JPEG file format must be submitted with rights of ownership to Northern Sunrise County.

The contractor must be available to take photos at the following County events\*:

- April 1<sup>st</sup>: Pysanka Workshop in Nampa
- April 7-8<sup>th</sup>: Peace River Trade Show
- April 15<sup>th</sup>: Breakfast with the Bunny in Harmon Valley
- April 25<sup>th</sup>: Volunteer Appreciation in Nampa
- May 14<sup>th</sup>: Mother's Day Pancake Breakfast in Marie Reine
- May 27-28<sup>th</sup>: Bull Riding and Barrel Racing at Peace River Fairgrounds
- June 1-4<sup>th</sup>: Pow Wow at Peace River Fairgrounds
- June 10<sup>th</sup>: Nampa Farmers Day
- June 23-25<sup>th</sup>: (TENTATIVE) Harmon Valley Rodeo
- June 29<sup>th</sup>: NSC Canada Day Event
- August 19<sup>th</sup>: Harmon Valley Fall Fair
- August 19<sup>th</sup>: Paddle the Peace
- November 24<sup>th</sup>: Santa Claus Parade in PR
- December 3<sup>rd</sup>: Supper with Santa in Marie Reine
- December 14<sup>th</sup>: County Christmas Open House

\*Event list subject to additions and deletions.

**Budget**

The proposed budget and fees should reflect all project costs including deliverables. All fees must be included in the original proposal in Canadian dollars.

**Terms of Engagement**

The photography contract will be in effect for a (1) year period, commencing at/or around the time of awarding to the successful proponent and concluding in spring 2018. Northern Sunrise County reserves the right to cancel the agreement at any time with thirty (30) days written notice.

**Approximate Timeline**

<b>Activity</b>	<b>Timeline</b>
Issuance of RFP	March 3, 2017
Closing Date	March 24, 2017 at 2:00pm
Award Contract	March 31, 2017
Contract Begins	April 3, 2017
Contract Ends	April 1, 2018

**Evaluation**

All proposals will be reviewed by members of Northern Sunrise County. Proposals will be evaluated on a quantitative and qualitative basis. Cost is significant, however will not be the determining factor for approval. Proposals shall be evaluated to determine the best value offered against, conformance to the following criteria: The candidate’s experience with projects of this nature, quality of past work, overall aesthetic; successful performance on projects; references; compliance with the Request for Proposal document.

<b>Ranking Criteria</b>	<b>Percentage</b>
Demonstrated understanding of project goals	20%
Innovation and creativity (portfolio)	20%
Qualification and experience	30%
References	10%
Total Cost	20%

All proposals must include a portfolio of work; with a minimum of 5 photos to a maximum of 10 photos which best represent the photographer’s aesthetic.

## **Submitting Your Proposal**

Electronic copies of the proposals are preferred. If this is not possible, one (1) printed hard-copy of the proposal is required.

Quotations may be withdrawn at any time prior to the closing date by written request.

Costs quoted will be in Canadian dollars.

Costs quoted will be firm and unchangeable after the time and date of the bid closure.

Pricing will be guaranteed for a period of at least 1 year. All prices quoted shall be exclusive of the Goods and Services Tax.

There is no expressed or implied obligation for Northern Sunrise County to reimburse responding vendors for any expenses incurred in the preparation of proposals or attendance at interviews/presentations in response to this Request for Proposal?

Northern Sunrise County reserves the right to review and alter any contractual arrangement put forth by the successful proponent.

One (1) copy of the proposal marked Northern Sunrise County Photography Proposal will be submitted to:

**Ashley Tompkins**  
**atompkins@northernsunrise.net**  
or by mail  
**Northern Sunrise County**  
**Attn: Ashley Tompkins**  
**Bag 1300**  
**135 Sunrise Rd**  
**Peace River, AB T8S 1Y9**

Proposals must be received by Friday March 24, 2017 at 2:00pm Northern Sunrise County reserves the right to withdraw, at its discretion and at any time, this Request for Proposal. Northern Sunrise County will not be held liable for any expenses, costs, loss or damage incurred or suffered by any proponent as a result of such withdrawal. Northern Sunrise County reserves the right, without prejudice, to reject any or all proposals.

Submissions by fax will not be accepted. Late submissions will not be accepted.

If you have further questions, please contact Ashley Tompkins at [atompkins@northernsunrise.net](mailto:atompkins@northernsunrise.net) or 780-624-0013