



## Deerfield Community Center Request for Proposal (RFP) – Event Photography.

Thank you for your interest in providing Photography Services at Deerfield Community Center (DCC) for our Fundraising Events and our Youth Sports Events.

We seek a firm that can provide the following services:

1. Digital posed pictures of our **youth that participate in our sports programs** in their uniforms (if consent provided by parent).
2. Digital posed youth **team pictures** (some team members may be excluded if consent to photo not provided by parent).
3. Digital posed pictures of **youth, family groups, friends, and adults with Santa or Easter Bunny** at DCC or Community Events such as *Santa Breakfast*, *Bunny Breakfast*, etc. (if consent to photo for each participant provided)
4. **Prompt online posting of customers specific photos** that they (and family members) could view and purchase online.
5. Ability to provide **posed pictures on posters, cups, etc.** for customers to purchase.
6. **Prompt delivery of high-quality photos and merchandise to customers** free of any defects. Willingness to immediately correct customer concerns with products received.
7. Ability to **coordinate and organize photo sessions independently**. This includes organizing the photo set-up, securing necessary photo prompts (if any, i.e., balls, nets, etc.)
8. Ability to **share some of the proceeds from sold photos with the Deerfield Community Center**.
9. Term of committed services will be for 2 **years starting with the Fall Sports program**, inclusive but not limited to the events, if at any time the Vendor is not able to meet services as listed, the DCC reserves the right to find another Vendor.

If interested in this opportunity, please respond to the attached Request for Proposal (RFP) **by August 5<sup>th</sup>**. Forward questions you may have related to this RFP to Abby Spaanem by **July 11<sup>th</sup>**. A summary of responses to all questions will be provided to all participants that have expressed an interest to Abby to complete the RFP by **July 25<sup>th</sup>**.

Completed RFPs submitted within the deadline, will be reviewed by the DCC Sports Committee. Collectively, this Committee will recommend to the DCC Board a proposed contractor (Photographer).



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**RFP Questions:** Submit your RFP questions to Abby Spaanem by **July 11<sup>th</sup>**

**RFP Question Responses:** Abby will respond to **all** questions **to all potential vendors** by **July 25<sup>th</sup>**.

**RFP Due Date and Time:** Complete RFP Proposals due before 4:00 pm on **August 5<sup>th</sup>**.

### **Address the Following Questions/Topics in your RFP Response:**

1. **Background Information:** Provide Background Information about your photography firm (including years of service, size of your firm, focus of your firm, online presence, competitive advantages of your firm, etc.)
2. **Community Center Experience:** Overview your experience providing Community Center/Sport Program photography for events. Who have you worked for? What has worked well? What have you struggled with? **Provide 3 references including contact information.**
3. **What is unique about your firm** and/or a differentiating quality about the photos you provide? Do you have ideas to help the DCC Fundraise, profit share or support equity for community members access to profession photos?
4. **Describe your Photo Session Set-up Process:** How do you prepare/set up for a photo session? What are the steps involved? How would you involve the Community Center, if at all in your set up process?
5. **Describe your Photo process (picture taking process):** Include your preferred process for taking pictures, how you market and communicate these photos to our customers/participants and the assistance you need to complete this process from the DCC? Do you use a website, physical form?
6. **Describe your Photo Purchase & Delivery Process and Timing:** How do parents review and purchase photos? What are the options and pricing structure? Highlight the various photo products potential customers can buy? How quickly do you get photos out to customers to review? How does this process work? How do customers pay? What is the turnaround time and



dependencies, how to you support customer service, order concerns? What is your process if a customer is not happy with a purchased product?

7. **Describe your Photo Session Take Down Process:** What is involved and what assistance do you need from the DCC? Can you provide event prints of your Photos for immediate sale?
  
8. **Describe your Privacy & Usage Policy:** Describe your standard privacy and usage policy and if/how adjustments can be made? Specifically, how are parents enabled to manage and control usage of minor's photos? Are you able/willing to adjust on a per parent basis, or no? Please submit your privacy agreement, and how do you obtain the agreement? Software, physical paper other?



**Proposed Program for Coordinating Photos:**

As much as possible the ideal is for the Photographer & DCC to coordinate directly with parents on time, location and cost ensuring that all expectations are met and minimizing the amount of additional responsibility on the programs volunteer coaches.

**Schedule of Events/Statement of Work:**

<b>Event:</b>	<b>Season Time Frame</b>	<b>Best Time: Based on Uniform or</b>	<b>Who: Coordinating with Parents</b>
Soccer	Fall (Not Spring)	First Week of Games	DCC & Photographer
Basketball 4th - 8th Traveling Girls	Fall	Coach's Decision	Photographer Proposal & Coach
Basketball 4th - 8th Traveling Boys	Fall/Winter	Coach's Decision	Photographer Proposal & Coach
Basketball 4k, K-1, 2-3 Coed 2-3 Girls	Winter	First Weekend of Games	DCC & Photographer
Volleyball 6th-8th Girls	Spring	First Practice	DCC & Photographer
Bunny Breakfast	Spring/Easter Weekend	Aim is for Good Friday or Saturday	DCC & Photographer
Baseball NL 5-6th Baseball AL 3-4th Minor League 1-2	Spring	Sunday Practice	DCC & Photographer
T-Ball 4k - K	Spring	1st night of games	DCC & Photographer
Others TBD <ul style="list-style-type: none"> <li>• Baseball Teeners</li> <li>• Christmas Breakfast?</li> </ul>			Photographer Proposal/DCC