



**REQUEST FOR PROPOSAL
SEP ACTIVITIES PHOTOGRAPHY SERVICES
School Year 2022-2023**

I. INTRODUCTION

The Southeast Polk Community School District (the "School District") is currently seeking proposals from qualified vendors interested in providing the highest quality photography services at the most reasonable cost to students attending the School District and their families. The School District will select one vendor to deliver the services as described in this Request For Proposal.

II. PROPOSAL DETAILS

A. TIMELINE FOR PROPOSAL

Issue Request for Proposal (RFP)	June 20, 2022
Questions/Clarification Regarding RFP	July 8, 2022 – 3 PM
Proposals Due	July 22, 2022 – 3 PM
Board Approval / Award of Contract	August 4, 2022 – 5:30 PM

B. PREPARATION OF PROPOSAL

Each proposal shall be prepared simply and economically avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete, accurate and reliable presentation. All proposals shall respond clearly to the questions and information requested in the RFP. The proposal should follow the format of the RFP in presentation of the information requested.

C. NUMBER OF PROPOSAL COPIES

In addition to the proposal being submitted electronically, three hard copies of the proposal should be submitted.

D. PROPOSER'S CONDITIONS

Any conditions or expectations on the part of the proposer for performance by the School District must be set forth in the proposal.

E. EFFECTIVE PERIOD OF PROPOSALS

All proposals must state the period for which the proposal shall remain in effect. Such period shall not be less than 90 days from the proposal date.

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F. SUBMISSION OF PROPOSALS

The proposals should be sent to:

Southeast Polk Community School District
Att: Mr. Kevin Baccam, Executive Director of Business Services
407 8th Street SE
Altoona, IA 50009
Kevin.Baccam@southeastpolk.org

All hard copies and the electronic submission of the proposal must be delivered on or before July 22, 2022, at 3:00 PM. **Proposals received after the stated date and time will not be considered – no exceptions.** The School District is under no obligation to return proposals.

G. SCOPE OF SERVICES

The Vendor shall perform photography services for the following activities attended by students (team and individual as applicable) of the School District:

- a. All high school-sponsored athletic teams
- b. All high school cheerleading and RhythAMetteS teams
- c. All junior high school sponsored athletic teams
- d. All high school-sponsored fine arts groups
- e. All junior high school sponsored fine arts groups
- f. All high school student activity clubs and organizations
- g. All junior high school student activity clubs and organizations
- h. Individual and Group photographs at the Homecoming Dance
- i. Individual and Group photographs at the Winter Formal Dance
- j. Individual and Group photographs at the Prom Dance

The photography services shall be performed at no charge. The vendor agrees to make the photographs taken at the activities available for sale to students and their families. The vendor shall, to the extent that the vendor has access to information belonging to the School District, use such information only for the intended purpose and refrain from disclosing such information to third parties. The selected vendor will be the official photographer at SEP events as listed in the agreement.

In addition, the vendor shall take the following photographs and provide them to the School District at no charge:

- a. Official team photos of all athletic teams, cheerleading teams, and RhythAMetteS not including any calendar photography sessions, and promotions
- b. Develop, design, and produce team posters for varsity teams
- c. Eight promotional/ "hype" video productions for varsity-level teams
- d. Individual and Group photographs of the Homecoming Court
- e. Photographs of student scholarship recipients at Scholarship Night
- f. Photographs of award winners at the Junior/Senior Honor Assembly
- g. Individual photographs of Hall of Honor inductees during Homecoming

- h. Individual photographs of Wall of Champions inductees during the winter
- i. One annual photoshoot of academic shots to use on the district's website and social media.

Ten action photos from events will be provided to the district for the activities portion of the district website.

H. CONTACT OF SCHOOL DISTRICT OFFICIALS

Except for inquiries regarding the content of the RFP, proposers shall not contact any School District employees or elected officials regarding services requested in this proposal. Any violation of this condition shall disqualify the proposer from consideration.

I. ADDITIONAL INFORMATION REGARDING THE PROPOSAL

All proposals shall become the property of the School District and shall not be returned to the proposer. All proposals become public record as soon as received by the School District. The School District reserves the right to request additional information, if necessary, for the evaluation of the proposals. The School District is not responsible for any costs incurred in the preparation of this proposal and the proposer certifies that the costs included in its proposal have been arrived at independently and without consultation with any competitor or representative of the School District.

J. NON-DISCRIMINATION

The successful vendor shall not discriminate or permit discrimination in its operations or employment practices against any person or group regardless of age, race, sex, national origin, religion, sexual orientation, or disability and shall furnish evidence of compliance with this provision when so requested by the School District.

III. RESPONSE FORMAT AND REQUIRED ELEMENTS

A. COMPANY HISTORY

- a. Statement of interest for responding to the RFP.
- b. Provide a brief history of your company. Include your connection to the Southeast Polk Community.
- c. Include the primary contact's name, address, phone, and email address for the company.
- d. Signed by the primary contact.

B. STAFF & EXPERIENCE

- a. List all photographers who would be providing services at Southeast Polk events and their qualifications.
- b. List and describe photography projects/contracts over the past two years.
- c. Include a portfolio sample relevant or similar to the scope of services described in section II.G.
- d. Provide any other information that illustrates the quality of services performed.

C. COST

Provide a price to be charged to students and their families for single photo sizes, special packages indicating the number of photos and sizes, and digital products/access. Include pricing for any special or unique products offered.

- a. Wallet
- b. 5 x 7

- c. 8 x 10
 - d. Package sample
 - e. Digital products/access
- D. **DIGITAL CAPABILITY**
Describe the quality of the equipment that will be used to provide services. Include digital enhancement services provided to clients such as blemish reduction and the cost of such services. Describe online access that students and their families have in order to view and/or order photos.
- E. **PHOTOGRAPHY**
We expect the photographer will deliver both high and low-resolution copies of each photo. The high-resolution images would be used for print, and the low-resolution images would be used for our website and social media. Low-resolution images should generally be under 150k. Digital photos are required to be in JPEG (.jpg) format, sent via download to a shared folder/location in a timely manner.
- F. **VIDEO**
We expect all videos will be delivered in mp4 format. Video files should be delivered in 1080p and 720p and sent via download to a shared folder/location in a timely manner.
- G. **REFERENCES**
Provide contact information for previous clients including the name, address, phone, and email address. Describe the services performed.
- H. **OTHER**
Provide any other information that you feel is relevant to this RFP that would illustrate why the School District should select your company as the winning proposal.

IV. AWARD OF CONTRACT

- A. **COMMITTEE EVALUATION**
An evaluation committee will assess all proposals. Recommendations will be forwarded to the Southeast Polk Board of Directors for approval at the August 4, 2022 Board meeting and the contract will be awarded at that time.
- B. **RIGHT OF REJECTION BY THE SOUTHEAST POLK COMMUNITY SCHOOL DISTRICT**
Notwithstanding any other provisions of this RFP, the School District reserves the right to award this contract to the vendor that best meets the requirements of the RFP, and not necessarily, to the lowest-cost bidder. Further, the School District reserves the right to reject any or all proposals, or any part thereof, and to waive informalities, and to enter into such contract or contracts as shall be deemed in the best interests of the School District.
- C. **WRITTEN CONTRACT**
A proposer to whom a contract is awarded shall be required to enter into a written contract with the School District in a form approved by legal counsel for the School District. This RFP and the proposal, or any part thereof, may be incorporated into and made a part of the final contract. The School District reserves the right to negotiate the terms and conditions of the contract with the

selected proposer(s). The contract will be approved by the Board of Directors of the School District. Any contractual changes shall be made in writing and shall be mutually agreed upon by both the School District and the proposer, and subject to Board approval.

D. TERM

The contract will be awarded for an approximate, initial one (1) year term commencing on or about August 1, 2022, through July 31, 2023. Either party may terminate this contract upon written notice to the other party if the other party fails to comply with any of the provisions of this contract, provided that written notice of the breach shall be given to the breaching party and the breaching party shall have at least thirty (30) days to cure the breach. Upon the expiration of the initial term and any subsequent renewal term, this contract may be renewed for a subsequent term of one year upon the written agreement of the parties. The parties will evaluate the contract and make the determination as to whether the contract will be renewed for a subsequent term no later than thirty (30) days prior to the end of the then-current term.

E. WARRANTY

The vendor represents and warrants that the services to be performed will be rendered using sound, professional practices and in a timely and competent manner by qualified personnel. The vendor further represents and warrants that all materials and methodologies used in connection with providing the services and/or products that are the subject of this contract shall not infringe any copyright or other proprietary right of a third party. The vendor further represents and warrants that the vendor shall comply with applicable federal, state, and local laws and regulations in connection with the performance of this contract (including, but not limited to, laws regarding restrictions on sex offenders on school property) and that the vendor shall observe the safety of students of the School District at all times.

F. INSURANCE

Upon award of the contract, the vendor shall submit proof of general liability insurance for protection from claims arising out of the performance of said contract. At a minimum, the insurance coverage shall be \$1,000,000 and be obtained from a licensed business in the State of Iowa.

Vendor must also provide a drug-free workplace certification and will be subject to a background check.

V. EVALUATION CRITERIA

Evaluation of responses to a request for proposal is based upon a 100-point rating system. The techniques used to evaluate these responses according to the criteria are described below.

Criteria	Possible Points
1. Staff & Service – Ability to meet all of the obligations of the contract including ability to communicate, coordinate, and organize large photography sessions.	0-30
2. Experience – Previous experience with athletic teams and activity groups to include both action photography and individual/team photography.	0-20
3. Cost – Individual photo and package pricing offered to students and their families.	0-20
4. Digital Capability – Ability to provide high-quality digital photos for clients and the School District. School District may use photos for publishing materials on the School District’s website or other marketing materials as deemed appropriate.	0-10
5. References	0-10
6. Other Criteria	0-10
Total Points	100