

## REQUEST FOR PROPOSAL

### PHOTOGRAPHY SERVICES

#### QUESTIONS & ANSWERS

Q: Promotional “Hype” Videos: There is a cost to generate videos and providing this free of charge may not be possible. Is the generation of videos negotiable?

A: The Request For Proposal indicates that eight promotional or “hype” videos be created for varsity-level teams. Although the RFP indicates that photography services shall be performed at no charge, the vendor may propose a separate price for these videos to be considered in the District’s evaluation. Please refer to page 6 of the [RFP](#) for the District’s criteria to be used for evaluation.

Q: Hype Videos are generally videos that are created with past content (video footage) of that particular sport or event. Will we have access to past footage that has been shot from the school or other entities to help us build our sizzle reels?

A: The District will provide the selected vendor with video footage that is relevant to the varsity-level activity.

Q: Are these videos designed to introduce the seniors or starters of that particular sport or just a motivational video to play before each contest?

A: The promotional videos will be used as motivational videos before each contest.

Q: Art Direction - These videos can be very time consuming to create. Do we as the designer get "sole" rights to design these videos? OR will be pulled in different directions from players and coaches as to the direction of each sports video?

A: The selected vendor will have sole rights to design the promotional videos.

Q: Expectations for volume of posters to be delivered to each program? 100, 200, 250?

A: The RFP indicates that the selected vendor will develop, design, and produce team posters. There is no expectation for the vendor to print these posters for the District, rather, to only produce them digitally.

Q: Will the photos of each scholarship recipient be sold back to parents, or will we be providing a free print? Size or digital download?

A: The selected vendor may solicit families for individual or group scholarship pictures. The size and method of such products is up to the vendor.

We thank you for taking the time to submit questions. Just a reminder that proposals for Photography Services are due to the District by 3 PM on July 22, 2022. Please note that there was an inconsistent date listed in the body of the document. We apologize for any inconvenience.