



Request for Proposals for Photography and Videography Services for Young Erie Professionals

Issue date: May 2, 2019

Due Date: May 31, 2019 at 5:00pm

Project Description

Young Erie Professionals (YEP) is seeking a professional photographer/videographer (vendor) to create a portfolio of photos and videos to be used by YEP for various marketing projects. This includes use on YEP's new website to be launched Fall 2019, all YEP social media channels, marketing publications, and advertisements. The preferred vendor will have experience capturing live events and taking professional head shots. These photos and video(s) will capture the essence of YEP and its members and help to tell the story of our organization. Preference will be given to current YEP members and/or Erie Regional Chamber and Growth Partnership.

About Young Erie Professionals

Young Erie Professionals provides opportunities for its members to develop professionally and participate in the community while connecting, attracting, and retaining young talent. Its membership exceeds over 200 young professionals between the ages of 21-40 residing in the greater Erie area. YEP is a program of the Erie Regional Chamber and Growth Partnership.

Scope of Project

In order to fully capture YEP and its members, YEP will work with the vendor to capture specific images at various locations on various occasions. This may include but not be limited to:

- YEP Events (Off the Clock, Seat at the Table, and Drop the Mic)
- YEP Leadership Meetings
- YEP Committee Meetings
- Candid images of YEP members in their places of work, enjoying Erie amenities, etc.

Deliverables

YEP will receive all raw and edited images in .jpeg format. YEP reserves the rights to alter final images as needed. Images cannot be branded with captions or watermarks of the vendor.

- 1) Photos: full resolution digital images uploaded to Microsoft OneDrive including:
 - a. Group shots

- b. Candid shots
 - c. Crowd shots from events
 - d. Headshots of Leadership Committee
- 2) Montage video: a 30-60 second video to be used as the background of our website homepage featuring a montage of images and videos from events, meetings, and individual YEP members.
 - 3) Informational video: a 1-3-minute informative video that highlights YEP members and activities.

Contents of Proposal

- 1) Vendor Resume/CV: specifically highlighting your work as a photographer and videographer and relevant training and education.
- 2) Examples of past work: include a summary describing 3-5 relevant past projects with links to images or a shared Cloud file (Google, OneDrive, Dropbox, etc.). Please include a summary of the scope of each project including budget and timeline.
- 3) References: 3 professional references from past clients including name, contact information, and services provided
- 4) Budget: A detailed cost for your services broken into service and product costs for each of the deliverables detailed above in the prior section.
- 5) Addendum: including vendor’s online portfolio, examples of materials using vendor’s work and images, etc.

Evaluation and Selection Process

All applications will be evaluated by the YEP Leadership team. Their selection will be based on the vendor’s capabilities, experience, and value as evidenced in their application. Preference will be given to current YEP and/or Erie Regional Chamber and Growth Partnership members.

Timeline

The following timeline and tentative and subject to change:

May 2, 2019	Request for Proposal is released to YEP Membership
May 10, 2019	Request for Proposal is released publicly
May 31, 2019	Deadline for Proposals. Submit to aduncan@yeperie.org
June 1-7, 2019	Applications reviewed by YEP Leadership/follow-up with applicants as needed for clarification
June 7, 2019	Final Selection of Vendor. Vendor Notified.
August 31, 2019	Deadline for deliverables

Questions concerning proposals and requirements:

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