

Request for Proposal (RFP) for Photography Consultant

Contact: Juel Lugo, Communication Consultant, lilt.lugo@gmail.com

Due: September 5, 2024

I. Introduction

[Sound Outreach](#) is seeking proposals from experienced photography consultants to capture portraits of our nonprofit clients at various locations within Pierce County and photos of our staff working with clients at three office locations. These images will be used for marketing materials, website, advertising, and social media, and should convey an empowered but relatable style.

II. Organization Overview

Name: Sound Outreach

Mission: To empower Pierce County residents to achieve economic mobility through an integrated coaching and counseling model to secure personal financial health.

Vision: All people possess the ability, confidence, and knowledge to build financial security, create

Commitment to DEI: Sound Outreach is committed to creating and sustaining a culture of equity, diversity, access, and inclusion in our organization and across our communities. Sound Outreach actively works toward becoming an anti-racist, multicultural organization that dismantles structural and institutional racism and condemns racist practices and behaviors in all forms.

III. Project Details / Scope of Work

- **Purpose:** Images will be used for marketing materials, website, advertising, and social media.
- **Client Portrait Requirements:** Close-up shots and pull-back shots of the same subject to allow for different cropping ratios.
 - **Client Portrait Locations:** To be determined based on the availability of selected clients; all locations will be within Pierce County. Sample locations may include the client's new workplace or in front of their car. Expected to be (3-5) locations with one person in each location.
- **Staff & Client Shots:** Close-up shots and pull-back shots of the same couple to allow for different cropping ratios. Expected to be 2-3 couples (one coach and one client) shot at the same location. The three separate locations are expected to be on different days.
 - **Staff & Client Locations:**
 - Sumner-Bonney Lake Center for Strong Families, 1508 Willow St., Sumner WA 98390.
 - Bethel Financial Opportunity Center, 18020 B St. East, Spanaway WA 98387.

- Hilltop Financial Opportunity Center, 1106 Martin Luther King Jr., Tacoma WA 98405.
- **Style:** Empowered to change their own lives but not overly perfect to maintain relatability.
- **Timeline:** From award date to October 2024.

IV. Logistics

- **Flexibility:** Photoshoots will need to be flexible with client schedules, potentially occurring after 5:00 PM. Staff and client photoshoots will occur within business hours.
- **Transportation:** The photographer will be responsible for arranging their own transportation.
- **Equipment:** The photographer will be responsible for bringing their own equipment to complete the assignment.

V. Budget

The budget for this project will come from grant funding already secured by Sound Outreach. Should the project require more than our allocated funding, we will prioritize the client portraits and may postpone the staff and client shots.

VI. Deliverables

Sound Outreach will receive all raw image files and edited photos of selected photographs. Full resolution digital images are to be uploaded to Dropbox/Google Drive with full usage rights and ownership within ten (10) days of the conclusion of each photoshoot. Sound Outreach retains all rights to alter and use any final images. Selected photographer will not be allowed to add or embed photos with branding captions or watermark signatures on images provided to Sound Outreach.

VI. Proposal Submission Requirements

- **Deadline:** Proposals must be submitted by emailing a single electronic PDF attachment (maximum 5 pages). PowerPoint presentations are allowed under the same page limit.
- **Content:** The proposal must include the following sections:
 1. **Executive Summary:** Summary of the photographer's background, relevant experience, understanding of the required services, and reasons for selection. Please include any experience working with nonprofits, and people of diverse backgrounds unused to getting their photos taken.
 2. **Examples/Past Projects:** Summary of three relevant projects with sample images (or links to sample images). If available, provide a link to an online portfolio.
 3. **Photography Team (if applicable):** Names and short biographies of individuals involved, with their roles during the project.

4. **Cost Summary:** Detailed cost breakdown that separates the client portrait shoots from the client and staff photoshoot, including product and service costs and anticipated travel expenses. For client portrait photoshoots, as exact number is unknown (3-5), please cost price per photoshoot and include if there are any discounts for a series of portrait photoshoots.
5. **References:** Minimum of three references, including contact name, title, email address, and phone number.
6. **Other Information:** Any additional relevant information demonstrating the photographer's capability to provide the required services.
7. **Signature:** The proposal must be signed by an authorized representative of the photographer.

VII. Evaluation Criteria

Proposals will be evaluated based on the following factors:

- **Responsiveness:** Adherence to the RFP requirements.
- **Format and Guidelines:** Compliance with the format and guidelines outlined in Section VI.
- **Capability and Experience:** Demonstrated capability and relevant experience.
- **References and Samples:** Quality and relevance of references and sample work.
- **Fees:** Detailed cost summary.

Proposals will be reviewed and graded by Sound Outreach staff and their communication consultant, LILT. Sound Outreach reserves the right to determine the qualifications of any proposals.

VIII. Contact Information

For any questions or further information, please contact:

- Email: lilt.lugo@gmail.com

IX. Timeline

Submit Questions by Thursday August 30, 2024

Proposals due Thursday September 5, 2024

Decision by Sound Outreach expected by September 30, 2024

Photoshoots are estimated to start October 15, 2024. Schedules to be coordinated with the photographer and clients.