



## **Request for Proposal: Photography Services Coastal Empire Montessori Community Organization**

**Coastal Empire Montessori Charter School, CEMCS**, is requesting proposals for student and school photography services for the 2014-2015 School Year, including an option for annual renewal of services. This RFP is for a photo package and a yearbook. Vendors are asked to submit proposals for School Photography Services and offer options as further explained. A summary of services is listed below; however vendors are required to review and abide by all terms of the RFP.

Vendors are required to submit their completed proposals no later than 12:00 p.m. EST **FRIDAY, MARCH 20, 2015**. Proposals are to be submitted in writing with the outside envelope clearly marked CEMCS School Photography RFP. Vendors that wish to be considered for the bidding of services are required to submit **two (2) physical copies** of completed proposals with full name and address of vendor; no fax copies will be accepted.

### **PLEASE NOTE:**

CEMCS will select the successful vendor(s) based on its best interests with all factors considered. CEMCS reserves the right to reject any or all proposals, waive informalities, and make the award in its best interest.

Please address the offers to:

Grace Barkley, Committee Chair, Marketing and Public Relations  
Cc: Stephanie Babcock Wright, Executive Director  
301 Buckhalter Road  
Savannah, GA 31405

### **APPLICATION MATERIALS REQUIRED FOR CONSIDERATION**

**Please read entire request for proposal before submitting the following:**

- **Photographer's Resume**
- **Sample offerings of student photo packages (size, quantity, souvenir-style items if desired)**
- **Description of proposed set or backdrop, props and all creative elements**
- **References (2)**

## CLARIFICATIONS

Inquiries are to be directed to Stephanie Babcock Wright, CEMCS Executive Director, in writing at school or email at cemcssav@gmail.com. These inquiries will be directed to the appropriate party.

## SCOPE

This RFP contains instructions concerning proposals to be submitted and services to be provided by the selected vendor. Specifications regarding the details and services/products to be provided under the RFP are located under the sections titled Desired Services.

## GENERAL INFORMATION

CEMCS student population is approximately as follows:

- **Elementary: 221**
- **Pre-K and Academy: 64**

## TYPE OF AGREEMENT

The amount of the agreement shall be inclusive of all anticipated work and expenses. An agreement shall be negotiated with the successful vendor who meets the requirements and is qualified, responsible and capable of performing the work. Cost is important, but NOT the sole criteria for final selection.

Equally important is creativity, dependability and value. A contract shall dictate the agreement, which will include the details of this RFP.

## REJECTION OF PROPOSALS

CEMCS reserves the right to reject any and all proposals received as a result of this request and/or negotiate separately with challenging applicants. The school reserves the right to decide not to award a contract as a result of this announcement if it does not receive proposals which it determines to have adequately addressed the requirements.

## PRESENTATIONS/INTERVIEW

Companies may be required to make an oral presentation or be interviewed. Such presentations or interviews provide an opportunity for the vendor to clarify their proposal, present a portfolio and to ensure mutual understanding of the requirements.

## VENDOR RESPONSIBILITIES

It is the obligation of each vendor to examine instructions, requirements and specifications before submitting a proposal. Submission of a proposal shall be proof that such examinations have been made and that each vendor has recorded his/her own investigation and has become thoroughly familiar with the requirements.

CEMCS will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the contractor. Vendor will be required to assume responsibility for packaged service offered in the proposal.

The winning bidder, contractor, will be required to take pictures on several as agreed upon dates throughout the school year. All dates to be coordinated in cooperation with the staff coordinator and approved by the school administration. The contractor shall provide the School with a CD-ROM formatted for the yearbook publisher (if photographer does not offers this service), the school Facebook page, website and other marketing purposes, with color pictures. The contractor shall provide the above at no charge.

The photographer(s) are at freedom to make extensive use of their creativity. However, they will use the school location settings for all the pictures. Special arrangements for non-school hours can be made, for parents who would like to have their picture taken with students but can not attend such sessions during school hours. All sittings shall be completed before 30 days prior to the yearbook deadline each year. Proofs will be sent home to the students. Prior to sitting, price lists are to be furnished to each student/parent. No high pressure selling is to be used by any agent or representative of the photographer. CEMCS students and their families are under no obligation to purchase portraits from the photographer.

The price lists and all information shall be made available to the school and agreed upon prior to distribution to students. A deposit for proofs may be charged, but is to be subtracted from the cost of the package selected. If no package is purchased and proofs are returned, the deposit is to be fully refunded. No charge is to be made for resitting if there is no change in hairstyle or change in clothing. Resitting will also be made at no charge if the production is faulty as a result of production methods. If a student indicates at the time of the initial sitting that he/she is not going to purchase a package, the photographer will be required to take only two proofs.

#### SELECTION CRITERIA

CEMCS will select the proposal that most closely meets the requirements of the RFP and satisfies the needs of the parent community and school.

The following aspects will be used in making the decision:

1. Quality of service based on evidence (previous customer feedback) and as reflected in the extent to which the company demonstrates the ability to meet all requirements.
2. Pricing: While cost is important to our parent community and to the school, in choosing a vendor it will not be the sole deciding factor in awarding this contract. Value will be of great consideration when reviewing the vendor's proposal.

3. Alignment with CEMCS Values: CECMS is a public Montessori charter school serving Chatham County. The Montessori curriculum stands for educating the whole child. A good and peaceful record of working with children will also be considered. Vendor must be flexible and amenable to the schedule of classes and normal school day activity.

4. Technology – the selected vendor(s) must work with digital photography technology.

## **DESIRED SERVICE REQUIREMENTS**

**Selected vendor will not retain copyrights of the photographs/digital images taken. Rather the copyrights are intended for use by parents and school for personal or school purposes including but not limited to: yearbook(s), newspaper, newsletters, website, etc.**

**We ask for:**

- **Photo prints available for purchase by families including class and individual images**
- **Yearbook for purchase by families**
- **Digital photos and PDF of yearbook**
- **Online portal for review and ordering of images is highly preferred**

**We recommend a suggestion donation of 10% of the total amount be donated to PTO as a courtesy and as a common practice in local schools.**

## **AGREEMENT CONCERNING USE OF DATA**

For and in considerations of the current and continuing contract for school picture products and services, between vendor and CECMS, vendor hereby acknowledges that all data relating to students of the School is confidential information and shall be at all times regarded, treated and protected as such.

The vendor referenced above, promises and agrees that it will not reveal, report, publish, disclose, or transfer to any other person, other corporation or other organization, the data received from CEMCS without prior authorized written permission from the School Administration.

This confidentiality agreement shall survive the termination or expiration of RFP “Photography Services” or any resulting contract.

VENDOR (or authorized representative) Signature \_\_\_\_\_

Please print name and title \_\_\_\_\_

Date \_\_\_\_\_

**CRIMINAL BACKGROUND STATEMENT**

Please sign to indicate in good faith that the applying vendor photographer(s) have no record of criminal activity or drug abuse.

VENDOR (or authorized representative) Signature \_\_\_\_\_

Please print name and title \_\_\_\_\_

Date \_\_\_\_\_