



## REQUEST FOR PROPOSAL

### ***ATHLETIC AND OTHER PHOTOGRAPHY SERVICES***

#### **PURPOSE**

Spring Lake Public School District ("District") is requesting sealed bids for Athletic and Other Photography Services.

The proposal request is for a three (3) year contract with the option to renew for two (2) additional one (1) year renewal options. The contract will begin July 1, 2018. Vendors that wish to be considered for the bidding of services are required to submit two (2) completed proposals with full name and address of vendor; no fax copies will be accepted. Submit one (1) PDF copy via email, to Liz Boeve, Director of Operations, Spring Lake Public Schools, [lboeve@springlakeschools.org](mailto:lboeve@springlakeschools.org)

Proposals must be received ***no later than 2:00 pm on Thursday, May 17, 2018 at the following address:***

*Spring Lake Public Schools  
Administrative Offices  
345 Hammond Street  
Spring Lake, MI 49456  
Attn: Liz Boeve*

Each RFP proposal must be sealed in an envelope indicating **"Athletic and Other Photography Services"**. All RFPs must be received at Spring Lake Public Schools' Administrative Offices on or before the time shown above or they will not be accepted.

## **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*.

## **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. Value relates to both the District and the parents, who pay for many of the photos taken of their children in the school setting, as well as photos to commemorate a special event during their school endeavors. A contract shall dictate the agreement which will include the details of this RFP.

## **CLARIFICATION**

Clarifying questions may be directed in writing to Liz Boeve, Director of Operations, at [lboeve@springlakeschools.org](mailto:lboeve@springlakeschools.org). All questions and answers will be distributed via email to all known responding firms.

## **PROPOSALS**

Please list and complete the name of your firm with address and phone number. Provide three (3) school district references for which your firm currently provides services (*Attachment B*).

An official who is authorized to bind the vendor to its proposal must sign the proposal. For this RFP, the proposal must remain valid for at least (90) days from the submission date.

## **REJECTION OF PROPOSALS**

Spring Lake Public Schools reserves the right to reject any and all proposals received as a result of this request, or negotiate separately with challenging applicants. The District 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 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.

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

## **SELECTION CRITERIA**

Spring Lake Public Schools will select the proposal that most closely meets the requirements of the RFP and satisfies the needs of the District.

*The following criteria will be used in making the decision:*

1. Company Qualifications – the extent to which the company demonstrates the ability to meet all requirements.
2. Pricing – while cost is important 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 (*Attachment A*).
  - a) Will your company charge a separate set up fee?
  - b) Are discounts available to the parents with multiple children in the district?
  - c) Are discounts available to the students who qualify for the free & reduced National School Lunch program?
3. Working Relationship – the selected vendor must be flexible in order to meet challenging academic, athletic, and activity schedules.
4. Technology – the selected vendor(s) must work with digital photography technology.
5. Vendor approval will be based upon the following criteria:
  - Service
  - Product Quality
  - References
  - Cost
6. The following items must be included in your proposal:
  - Company resume
  - Student photo package samples
  - Three (3) school district references: Vendor must show evidence of completion within the last two years of at least three (3) contracts involving work similar to that described in the proposal documents (*Attachment B*).

## **TERMS OF THE AGREEMENT**

The successful vendor will be required to sign an Agreement Concerning Use of Data (*Attachment C*).

It is anticipated the period of the contract will be a three (3) year contract with the option to renew for two (2) additional one (1) year renewal options. The contract will begin July 1, 2018. Termination of this agreement may occur if, through any cause, the vendor fails to fulfill in a timely manner, any obligation under this agreement. The intention to terminate this agreement must occur at least thirty (30) days prior to the effective date of such termination. In addition, this agreement may be cancelled if the termination is mutually acceptable to both parties.

## ***DESIRED SERVICES:***

### **ATHLETIC AND OTHER PHOTOGRAPHY SERVICES SPECIFICATIONS**

It is the intent of the District to create a list of vendors approved for Athletic & Other Activity photography services.

#### **ATHLETIC PHOTOS**

1. Photographer will be available to set up a time to take athletic team pictures as arranged by the District's Athletic Director.
2. Photographer shall take group shots of teams and individuals wishing to purchase photo packages. The photographer will provide 8"x10" copies of team pictures to the coaching staff at no charge and, in addition, provide printed copies of any size to the Athletic Director upon request. A copy of all action shots (candid) or a digital alternative (DVD) will be given to the athletic department. The photographer will supply the yearbook advisor with a jump drive of the team photos, in JPEG format, by the deadline set by the yearbook advisor, at no cost to the student or District.
3. Photo ID cards will be made available to all coaching staff.
4. Upon request of the Athletic Director, photographer agrees to attend specific sporting events to take action shots at no charge to the District and make available for parent purchase online.
5. Upon request of the Athletic Director, vendor agrees to make available more than one photographer at team photo sessions if necessary.
6. Vendor must provide examples of packages and pricelists for athletic photos. A low cost package must be available. All packages should include the vendor name, address and telephone. This information will allow parents to contact the vendor with questions or dissatisfaction about the photo package.
7. Vendor to submit a description of the incentive program(s) and the gross sales percent available to the District.
8. Vendor to provide samples of two (2) athletic team pictures and two (2) individual athlete pictures.

#### **OTHER ACTIVITY PHOTOS**

1. The vendor may be asked to photograph school sponsored dances as requested by each building principal.
2. The vendor will photograph all clubs, groups and activities as requested by the District (at no cost to the school). This is to include club/group events and all other requested school activities. Activities to be covered include nights and weekends. The District reserves the right, under unusual circumstances, to ask the photographer to cover a nonscheduled or reschedule school event with 24-hour notice, provided that the requests fits into the vendor's schedule.

## **ATTACHMENT A**

### **REQUEST FOR PROPOSAL PRICING**

Please use the sample package below to provide Athletic & Other Photography Services pricing.

**1. Basic Price Student Picture Package (minimum of four (4) required):**

Packages		COSTS		
		2018-19	2019-20	2020-21
#1 Traditional	1 - 5 x 7 16 - 1 ½ x 2 ½			
#2 Traditional	1 - 8 x 10    4 - 2 x 3 2 - 3 x 5    16 - 1 ½ x 2 ½			
#3 Traditional	1 - 8 x 10    4 - 3 x 5 2 - 5 x 7    16 - 2 x 3 32 - 1 ½ x 2 ½			
#4 Traditional	2 - 8 x 10    2 - 3 x 5 2 - 5 x 7    16 - 2 x 3 16 - 1 ½ x 2 ½			
#5 Traditional	2 - 8 x 10    4 - 3 x 5 4 - 5 x 7    4 - 2 x 3 8 - 1 ½ x 2 ½			

**2. Basic Price Student Individual Picture Prices (minimum of four (4) required):**

Individual Prints		COSTS		
		2018-19	2019-20	2020-21
8 x 10				
5 x 7				
3 x 5				
2 x 3				
1 ½ x 2 ½				

**3. Please note any discrepancies in pictures sizes and quantities of pictures from the basic packages listed in the specifications.**

4. Please list all products and/or services not listed in the RFP requirements that would be inclusive at **NO** cost with the student picture package contract award.
  
  
  
  
  
  
  
  
  
  
5. Please list all products and/or services available, which **WOULD** incur and additional cost to the District. Attach information on any additional services that you could provide.
  
  
  
  
  
  
  
  
  
  
6. Vendor Information

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Name and address of company

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Phone Number (including area code)

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Contact Person

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Title

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Authorized Signature

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Date

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## **ATTACHMENT B**

### **VENDOR PROFESSIONAL REFERENCES**

A minimum of three (3) references are required. Vendor must show evidence of completion within the last two years of at least three (3) school district contracts involving work similar to that described in the proposal documents. All references listed should be within the State of Michigan, preferably West Michigan.

#### **Reference #1:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

#### **Reference #2:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

#### **Reference #3:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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***ATTACHMENT C***  
***SAMPLE AGREEMENT CONCERNING USE OF DATA***

For and in considerations of the current and continuing contract for school picture products and services between (vendor) \_\_\_\_\_ and Spring Lake Public Schools, (vendor) \_\_\_\_\_ hereby acknowledges that all data relating to students of the School District 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 the Spring Lake Public Schools without prior authorized written permission from the District. This confidentiality agreement shall survive the termination or expiration of RFP "Athletic and Other Photography Services" or any resulting contract.

\_\_\_\_\_  
Authorized Representative Signature

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

\_\_\_\_\_  
Date