



PA WILDS CENTER
FOR ENTREPRENEURSHIP



Event Photographer for 2022 PA Wilds Dinner & Awards Banquet

Request for Proposals

Summary

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) seeks to hire a juried photographer from The Wilds Cooperative of PA program to document the 2022 PA Wilds Dinner & Awards banquet. On July 28, 2022, more than 250 business and community leaders from across the Pennsylvania Wilds, along with state partners and officials from Harrisburg, will gather for the PA Wilds Awards Dinner to get an update on the state and local effort to grow the region's economy and recognize Champions of the PA Wilds Award recipients. The event will take place at Bald Birds Brewing Company in Jersey Shore, PA (Lycoming County).

The photographer would be responsible for taking photos of the event in action, including attendees, the awards ceremony and dinner festivities, as well as photos of the award winners posing with their local elected officials in front of the step-and-repeat banner. PA Wilds Center would use these materials in future marketing efforts relating to the events and the larger PA Wilds brand.

RFP Issued: June 1, 2022

Responses Due: July 1, 2022 (COB – 5 p.m.)

Send questions and proposals to: Britt Madera, Communications Manager, at bmadera@pawildscenter.org

Timeline: Arrive on July 28 prior to the event starting at 3 p.m., and take photos from 3 p.m. to 9 p.m. // Submit finalized selection of photos by August 26, 2022.

About Our Organization

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

Many local partners are involved in the effort to grow the region's nature and heritage tourism industry. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 13-county landscape is known for being home to more than two million acres of public land – more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast, some of the darkest night skies in the country, and a rich oil and lumber heritage.

PA Wilds Center promotes the region as a premier outdoor recreation destination and encourages nature and heritage tourism as a means to stimulate local economies. Tying locally-made handcrafted products and place-based businesses to the regional tourism brand and visitor experience has been a key focus of the Wilds work for more than 10 years, and more than 400 creative entrepreneurs now participate in The Wilds Cooperative of PA, the PA Wilds Center's primary arts/business development program. Learn more about the PA Wilds here: www.pawildscenter.org.



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About The Event

Each spring, through the "Champions of the PA Wilds Awards," PA Wilds Center recognizes individuals, groups, organizations, communities and businesses that in the last year have made significant contributions to help grow and sustainably develop the outdoor recreation economy and nature tourism in the Pennsylvania Wilds by marrying economic development and conservation goals. These prestigious awards are presented at the annual dinner, which brings together more than 250 business, community and civic leaders from across the Pennsylvania Wilds and state.

The theme of this year's event is "Grow Wild: Rugged and Resourceful," which nods to the region's resilience in the face of the COVID-19 pandemic as well as to the PA Wilds Declaration of Principles. To showcase the full scope of the Pennsylvania Wilds effort, the dinner will have some bonus features this year, including an integrated exhibition area for event sponsors, partners and members of the Wilds Cooperative of PA. This event will take place, somewhat symbolically, at Bald Birds Brewing Company in Jersey Shore, Lycoming County. Bald Birds Brewing, a Host Site member of the Wilds Cooperative of PA, is located in a rejuvenated, 153,000-square-foot distribution center that was opened by owners Joe and Abby Feerrar amid the pandemic, in the fall of 2020. The facility is home to a taproom, a wedding and event venue, outdoor seating and gaming areas, and a production brewery.

Learn more about the Champion of the PA Wilds Awards Dinner at www.pawildscenter.org/programs-and-services-awards-dinner.

Project Scope

The PA Wilds Center is looking to hire a juried photographer from The Wilds Cooperative of PA program to cover our flagship event on July 28, 2022, at Bald Birds Brewing Company in Jersey Shore, PA (Lycoming County). The selected photographer would need to be on site and prepared to take event photos on July 28 before the programming begins at 3 p.m. The event will conclude around 9 p.m.

The photographer would be responsible for taking photos of the event in action, including attendees, the awards ceremony and dinner festivities, as well as photos of the award winners posing with their local elected officials in front of the step-and-repeat banner. PA Wilds Center would use these materials in future marketing efforts relating to the events and the larger PA Wilds brand.

The photographer will be responsible for providing a minimum of 200 images from the event. The photographer will provide PA Wilds Center with high-quality digital photographs suitable for use in print and online. On a case-by-case basis, photographer will post-process photographs to ensure the best possible quality of each photo prior to submission to PA Wilds Center.

Photographer will submit photos to the PA Wilds Center by August 26, 2022. Photographs should be uploaded to a shared location via Google Drive, or a similar program, and also submitted in a hard-copy format, such as on a disc or drive, to become part of the Center's photo library. PA Wilds Center will own the copyright to all submitted images.

The successful candidate for this contract must be a Juried Photographer or Creative Industries Partner within The Wilds Cooperative of PA at the Professional Level. The candidate must have experience in event photography and possess excellent time and project management skills.



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Timeframe

July 5-12: select photographer for project and execute contract

July 13-15: meet with photographer (virtually or in person) to discuss project goals

July 28: event / photography assignment date

August 26: submit all photos and materials for project

Equipment Requirements

Contractor must have all equipment needed to produce high quality images and videos. Contractor must have dependable vehicle and required insurances. The event space will be equipped with microphones and audio provided by an audio-visual services company.

Proposal Requirements

Please submit your proposal in pdf format to Britt Madera, Communications Manager, at bmadera@pawildscenter.org by **COB July 1, 2022**. Files over 2MB should be sent using Google Drive, Dropbox or similar file share method.

Include the following in your proposal response:

- Cover letter summarizing your qualifications.
- General description of your operation (freelancer, full-time photographer, etc).
- Describe your experience with event photography, as described in this RFP.
- Cost Summary: (max 1 page) Provide a cost summary and detailed breakdown for your services (event coverage, editing, travel expenses, etc.)
- Explain why you joined The Wilds Cooperative of PA.
- Equipment: Briefly describe the equipment you would bring to bear on this project.
- Social Media: Are you active on social media? If so, please explain which channels/platforms and roughly how often you post to them. How would you describe your involvement in this project and document your journey via social media?
- Please list 3-5 references.

RFP & Project Timeline Details

RFP Issued: June 1, 2022

Responses due: July 1, 2022 (COB)

Event Date: July 28, 2022

Project Conclusion (submit work): August 26, 2022

Thank you for your interest in responding to this RFP. We look forward to your response.