



PA WILDS CENTER
FOR ENTREPRENEURSHIP



Event Photographer

Request for Proposals

Summary

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) seeks to hire a juried photographer/videographer from The Wilds Cooperative of PA program to document our flagship event. On July 27, 2023, approximately 200 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 Gobbler's Knob in Punxsutawney, PA.

The photographer would be responsible for taking photos of the event in action, including attendees, exhibitors, the awards ceremony and dinner festivities. PA Wilds Center would use these materials in future marketing efforts relating to the events and the larger PA Wilds brand.

RFP Issued: June 7, 2023

Responses Due: June 23, 2023 (COB – 5 p.m.)

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

Timeline: Take event photos on July 27 from 3 p.m. to 9 p.m. Submit finalized selection of photos by August 4.

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 its two million acres of public land – equal to that of Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast, some of the darkest 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 10 years and more than 300 creative entrepreneurs now participate in The Wilds Cooperative, 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 Events

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 about 200 business, community and civic leaders from across the Pennsylvania Wilds and state.

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/videographer from The Wilds Cooperative of PA program to cover our flagship event on July 27, 2023, at Gobbler's Knob in Punxsutawney, PA. The selected photographer/videographer would need to be on site to take event photos from 3 to 9 p.m.

The photographer would be responsible for taking photos of the event in action, including attendees, exhibitors, the awards ceremony and dinner festivities. 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 and videos to the PA Wilds Center by August 4, 2023. Photographs should be uploaded to a shared SmugMug location to become part of the Center's photo library. PA Wilds Center will co-own the copyright to all submitted images, alongside the photographer.

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



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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 June 23, 2023**. Files over 2MB should be sent using a 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.
- 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

June 7: RFP issued

June 23: Proposals due

June 30: Select photographer for project and execute contract

July 10-14: Meet with photographer (virtually or in person) to discuss project goals

July 27: Event photography assignment date

August 4: Submit all photos and videos for project

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