



**PA WILDS CENTER**  
FOR ENTREPRENEURSHIP



## **PA Wilds Media Lab Grand Opening Event Photographer Request for Proposals**

### **Summary**

The PA Wilds Center is looking to hire a juried professional level photographer from The Wilds Cooperative of PA (WCO) program to serve as an event photographer during the PA Wilds Media Lab Grand Opening on Tuesday, September 26, 2023, in Kane, PA. Ideally, the selected photographer will be available to take photos from approximately 11 a.m. to 5 p.m., in order to capture festivities taking place before and after the official grand opening event. The photographs taken under this contract will be used in marketing and promotional materials by PA Wilds Center for Entrepreneurship, Inc. to help showcase the offerings at the PA Wilds Media Lab.

**RFP Issued:** August 7, 2023

**Responses Due:** August 25, 2023 (COB – 5 p.m.)

**Notifications:** September 1, 2023

**Contract Period:** September 18 - September 30, 2023

**Final Photographs Due:** September 30, 2023

**Timeline:** Responses to the Request for Proposal are due by close of business (COB) August 25, 2023. The selected photographer will be notified by September 1, 2023, and the contract period will take place between September 18 and September 30, 2023. Final photographs will be due no later than September 30, 2023.

**Total Budget:** \$750.00

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, [lnarr@pawildscenter.org](mailto:lnarr@pawildscenter.org)

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### **About the PA Wilds Center for Entrepreneurship, Inc.**

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 -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage.

Promoting locally made handcrafted products and tying them to the regional tourism brand and visitor experience has been a key focus of the Wilds work for 10 years. More than 500 artisans, entrepreneurs and nonprofits currently participate in the Wilds Cooperative of PA network, which is promoted as part of the regional experience.

Learn more about the PA Wilds at [www.pawildscenter.org](http://www.pawildscenter.org). Learn more about The Wilds Cooperative of PA at [www.wildcsopa.org](http://www.wildcsopa.org). Learn more about stewardship in the PA Wilds at [www.pawilds.com/stewardship](http://www.pawilds.com/stewardship).



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## About the PA Wilds Media Lab

The PA Wilds Media Lab is a 5,000-square-foot space that will house administrative offices for the PA Wilds Center for Entrepreneurship and feature audio-visual equipment and creative studios. Located at 61 N. Fraley St., 2nd Floor, the PA Wilds Media Lab is one of the first brick-and-mortar facilities operated by the PA Wilds Center for Entrepreneurship (PA Wilds Center), a nonprofit charged with coordinating the regional strategy to promote the rural 13-county region as a premier outdoor recreation destination as a way to stimulate rural economies.

The PA Wilds Media Lab will feature tools, technologies and classroom space to support the nonprofit's expanding entrepreneurial ecosystem and its regional partnership work. For example, the site will include spaces for audio-visual tools, a photography booth, workshops and more. Business owners and community leaders participating in the Wilds Cooperative of PA, a free network that brings together and uplifts Pennsylvania Wilds stakeholders, will be able to utilize these resources and learn from each other in this space.

Situated on the second floor of an older Main Street-type building, the PA Wilds Media Lab renovation serves as an energy-efficiency model for similar enhancements in rural downtowns across the PA Wilds and beyond.

Renovation of this space has been underway since December 2019, with delays caused by COVID pushing back opening.

More information:

- Grand Opening Event Page: <https://www.pawildscenter.org/network/events/#!event/2023/9/26/pa-wilds-media-lab-grand-opening>
- Past press releases about the renovation project:
  - <https://www.pawildscenter.org/blog/partners-assist-pa-wilds-media-lab/>
  - <https://www.pawildscenter.org/blog/construction-pa-wilds-media-lab/>
- Landing page (under development): <https://wildscopa.org/media-lab/>
- Photos of the Media Lab: <https://pawilds.smugmug.com/VALUE-CHAIN/Media-Lab-Photos>

## Project Scope

The PA Wilds Center is looking to hire a juried professional level photographer from The Wilds Cooperative of PA (WCO) program to serve as an event photographer during the PA Wilds Media Lab Grand Opening on Tuesday, September 26, 2023, in Kane, PA. Although programming will begin prior and extend beyond the following outline, the day's schedule for the photographer would include:

- 11 a.m. to 12 p.m. – Membership Meeting
- 12 p.m. to 1 p.m. – Luncheon
- 1 p.m. to 3 p.m. – Grand Opening / Open House Tours
- 3 p.m. to 4 p.m. – Grand Opening / Ribbon Cutting + Speakers
- 4 p.m. to 5 p.m. – Social Hour at Wild Sunshine Factory

Contractor is expected to arrive by 11 a.m. and will provide a minimum of 200 quality photographs documenting the festivities at the September 26, 2023, grand opening event. The photographs provided under this contract may be used in a variety of marketing and promotional materials, including (but not limited to) digital, print and commercial uses ranging from social media to brochures, table tents and signage, to products and more.

The photographs will be owned and utilized by the PA Wilds Center for ongoing campaigns pertinent to the PA Wilds Media Lab, regional entrepreneurship and professional development. The successful candidate for this contract must be a Juried Creative Maker within The Wilds Cooperative at the Professional Level. The candidate must have experience in event photography and photo editing, as well as excellent time and project management skills.



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## Equipment Requirements

Contractor must have all equipment needed to produce high quality photographs for print and digital use. Contractor must have required insurances.

## Proposal Requirements

Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB August 25, 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 the following:
  - Your qualifications;
  - Why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
  - General description of your operation (freelancer, full time graphic designer, etc); and
  - An overview of your event photography experience.
- Proposed Work Plan summarizing the following:
  - How you would approach this project to ensure you capture the various aspects of the event;
  - How you would allocate time in order to accomplish the project outcomes;
  - The equipment you would bring to bear on this project; and
  - How you would allocate the \$750 budget.
- A minimum of 10 examples of your past event photography.
- 3-5 references.

## RFP & Project Timeline Details

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