



Event Photographer Request for Proposals (RFP)

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 our flagship event. On July 25, 2024, 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 the University of Pittsburgh in Bradford, 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. See full project scope below.

Timeline

RFP Issued: March 25, 2024

Responses Due: April 26, 2024

Notifications: May 6, 2024

Contract Period: July 15 - August 9, 2024

Timeline + Deliverables: Arrive on site by 2 p.m. on July 25. Take event photos from 3 p.m. to approximately 9 p.m. Submit one photo of each award winner on July 26, and submit the rest of the photos by August 9.

Budget

\$1,000.00

Contact

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

About the PA Wilds Center for Entrepreneurship, Inc.

The PA Wilds Center for Entrepreneurship, Inc., is a 501(c)3 nonprofit organization whose mission is to integrate conservation and economic development in a way that inspires the communities of the Pennsylvania Wilds. The Pennsylvania Wilds is a 13-county region that includes the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren, and northern Centre.

The PA Wilds Center leads Regional Planning and Partnerships to advance the strategy and Regional Marketing to promote the region's 2+ million acres of public lands as a premier outdoor recreation destination. These efforts seek to diversify local economies, inspire stewardship, attract investment, retain population and improve quality of life.

The PA Wilds Center's core programs seek to help regional businesses and organizations leverage the PA Wilds brand and connect with new market opportunities, including: the Wilds Cooperative of PA (WCO), a network of more than 575 place-based businesses and organizations; Sustainable Commerce, including the physical PA Wilds Conservation Shop and online PA Wilds Marketplace, which feature products sourced from the WCO; PA Wilds brand licensing.



For more information on the PA Wilds Center, visit www.PAWildsCenter.org. To learn more about the WCO, visit www.WildsCoPA.org. Explore the PA Wilds at www.PAWilds.com. Find regionally made products at www.ShopThePAWilds.com.

About the PA Wilds Dinner and Awards Program

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. The dinner is typically held on the fourth Thursday in July. 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 25, 2024, at Gobbler's Knob in Punxsutawney, PA. The selected photographer/ videographer would need to be on site by 2 p.m. to take event photos from 3 to approximately 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, the photographer will post-process photographs to ensure the best possible quality of each photo prior to submission to PA Wilds Center.

Photographer will submit one photo of each award winner the day after the event (July 26) to facilitate follow-up promotions, and the rest of the photos must be submitted by August 9. Photographs will 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.

Equipment Requirements

Contractor must have all equipment needed to produce high quality images and videos. Contractor must have dependable vehicle and required insurances.



Proposal Requirements

Include the following in your proposal response:

- Cover letter summarizing your qualifications and why you joined The Wilds Cooperative of PA.
- General description of your operation (freelancer, full-time photographer, etc).
- Description of 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.)
- 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?
- Provide a minimum of 10 examples of your past event photography work (this can be provided as a link to a website portfolio, a curated social media album of work, or an online photo storage software, such as Google Photos, Drive or DropBox)
- Please list 3-5 references.

Submission Instructions

Please submit your proposal in pdf format to Britt Madera, Communications Manager, at bmadera@pawildscenter.org by close of business (5 PM) on April 26, 2024. Files over 2MB should be sent using a Dropbox or similar file share method.

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