

Travel Drumheller & Town of Drumheller
Photography Services

Request for Proposals

Overview

The following Request for Proposal (RFP) is being issued by Travel Drumheller and Town of Drumheller to find an experienced professional photographer to capture aspects of daily living, town facilities, major tourism attractions, etc.

The photography may be used for communication materials and marketing initiatives; locally, regionally, provincially and nationally.

Background

The Town of Drumheller is located along the Red Deer River in southern Alberta, a location internationally recognized for its rich abundance of dinosaur fossils and home of the world-renowned Royal Tyrrell Museum of Palaeontology.

Drumheller is a place you can immerse yourself in a different side of history. We are known for dinosaurs but that is not all Drumheller is about. When you visit, you can find out about so much more than meets the eye.

Project Scope

The project will commence in June 2017 to best take advantage of the weather and landscape.

The following is a preliminary shot list but not limited to:

- 1) Big dinosaur and spray park
- 3) Suspension Bridge
- 4) Downtown and the various dinosaurs
- 5) Riverside Park
- 6) Midland Provincial Park
- 7) Last Chance Saloon and Sublime Foods
- 8) The hoodoos
- 9) Royal Tyrrell and Trekcetera museums
- 10) Badlands Community Facility
- 11) River rafting
- 12) Arial views of Horseshoe and Horsethief Canyons from helicopter

Audiences

- Tourists
- Local tourism and businesses sectors
- Drumheller residents
- Tourism industry stakeholders (Travel Alberta, Tourism Calgary, etc.)
- Town of Drumheller stakeholders (Chamber of Commerce, Economic Development, Community Futures, etc.)

The individual(s) will work with Travel Drumheller and Town of Drumheller to create cohesive shot list with all final images owned by Travel Drumheller and Town of Drumheller.

Budget

The proposed budget and fees should reflect all project costs, including travel. Accommodation will be provided by Travel Drumheller and Town of Drumheller. The project work will commence after the contract is awarded following a preliminary meeting with the hiring parties.

Request for Proposal

Interested individuals or firms are invited to forward a proposal no later than Monday, June 5, 2017.

The Proposal should contain:

- Background of photographer
- Outline of experience on location-based shoots
- Examples of work
- Estimation of costs for approximate 2-day shoot, including breakdown of billing rates
- Implementation timeline
- Client references

Deadline: 4 p.m. – Monday, June 5, 2017

Proposals can be emailed to:

admin@traveldrumheller.com

Evaluation

Travel Drumheller will shortlist and contract the most qualified individual(s), for an interview to determine their working style and ability to execute the contract. Final selection will be determined through consideration of the photographer's:

- Ability to meet the demands of an outdoor shoot with multiple locations within the budget and timeline.
- Knowledge and experience in working for similar types of organizations in tourism, culture or government
- Innovation and creativity as evidenced in past work

Questions regarding this call for RFPs should be directed to:

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