

Travel Drumheller & Town of Drumheller  
Photography Services

## **Request for Proposals**

### **Overview**

The following Request for Proposal (RFP) is being issued by Travel Drumheller to find an experienced professional photographer to capture aspects of tourism attractions, landscapes and activities focused on the winter season.

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

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### **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.

Travel Drumheller is a non-profit Destination Marketing Organization (DMO) dedicated to developing marketing campaigns designed to tell the stories of the Drumheller Valley to encourage year-round tourism.

### **Project Scope**

The project will commence in January/February 2020 to best take advantage of the winter landscape. The shoot timeline may be split into two separate itineraries to ensure some winter-based activities such as cross-country skiing and snowshoeing.

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

1. Exterior landscapes (ie: hoodoos, pathways, river valley, etc.)
2. Drumheller Dragons hockey games
3. Outdoor activities (biking, cross country skiing, snowshoeing)



### **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 to create cohesive shot list with all final images owned by Travel Drumheller.

### **Budget**

Project budget allocation up to \$5,000

The proposed budget and fees should reflect all project costs, including travel. Accommodation will be provided by Travel 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 **Friday, December 13, 2019**.

The Proposal should contain:

- Background of photographer and any team members assigned to the project
- 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. – Friday, December 13, 2019**

Proposals can be emailed to:

[admin@traveldrumheller.com](mailto:admin@traveldrumheller.com)



## **Evaluation**

Travel Drumheller will shortlist and contact the most qualified individual(s), for a phone or in-person 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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