

Request for Proposal (RFP) for Lifestyle Photo and Video Creators

Issued by: Travel Drumheller

Date Issued: July 1, 2024

Submission Deadline: August 2, 2024

1. Introduction

Travel Drumheller is seeking talented and innovative lifestyle photo and video creators to collaborate with us on capturing the unique charm and beauty of Drumheller and the Badlands region located in Alberta. Our goal is to produce captivating visual content highlighting the region's attractions, activities, and vibrant communities. This content will be used across our website, social media platforms, marketing campaigns, and promotional materials.

2. About Travel Drumheller

Travel Drumheller is the official destination marketing organization for the Drumheller region, a region known for its stunning landscapes, rich dinosaur history, and welcoming community. While the Royal Tyrrell Museum is a major draw, the Drumheller region offers much more, with a rich history rooted in coal mining, vibrant cultural events, and breathtaking natural beauty.

3. Project Scope

We are seeking proposals from qualified creators who can provide comprehensive lifestyle photography and videography services for one year, with the possibility of extension. The selected creators will play a pivotal role in enhancing our existing content base, capturing the essence of the Badlands region through various seasons to showcase the region's year-round appeal.

Note: The Contractor's work term under this RFP will be project-based and dependent on the needs and requirements as outlined by Travel Drumheller. The scope, timeline, and specific deliverables for each project will be defined and agreed upon by both parties prior to the commencement of work. This ensures flexibility to accommodate various projects as they arise over the one-year term, with the possibility of extension based on mutual agreement and ongoing needs.

3.1 Photography

- **Lifestyle Photography:** Capture authentic and engaging images of visitors and locals enjoying various attractions, activities, and events in the area.
- **Destination Photography:** Highlight key landmarks, natural scenery, and hidden gems within the region, including historical sites related to Drumheller's coal mining heritage.
- **Event Photography:** Cover major events, festivals, and community gatherings to showcase the region's vibrant culture.
- **Retail and Business Images:** Provide high-quality images of our partners and local businesses to highlight collaborative efforts and community support.

3.2 Videography

- **Reels and Short Clips:** Produce 15-30 second video clips specifically designed for social media reels, showcasing dynamic and engaging moments that highlight the region's unique attractions and activities.
- **Short Promotional Videos:** Create short, high-quality videos (30 seconds to 2 minutes) for use on social media and our website. These should include drone footage, time-lapses, and dynamic shots of activities and attractions.
- **Storytelling Videos:** Develop longer-form content (3 to 5 minutes) that tell compelling stories about the people, places, and experiences in the area, including narratives that highlight the beauty and history of the region.
- **Event Coverage:** Produce engaging video content that captures the essence of major events and festivals in the Drumheller region.

3.3 Post-Production

- **Editing:** Provide professional editing services for both photos and videos to ensure high-quality final products.
- **Graphics and Effects:** Include necessary graphics, animations, and special effects to enhance the visual appeal of the content.
- **Music and Sound:** Incorporate suitable music and sound effects to complement the video content.

4. Proposal Requirements

Interested creators should submit a detailed proposal that includes the following information:

4.1 Cover Letter

- **Introduction:** Brief overview of your background, location and experience.
- **Interest:** Explanation of why you are interested in this project and what you can bring to the table.
- **Specializations and Project Types:** Brief overview of any specializations, key categories, or your preferred project types. Include equipment and licensing if required (drone).
- **Availability:** Brief description of your availability

4.2 Portfolio

- **Samples:** Provide a portfolio of your recent work, including examples of lifestyle photography and video projects.
- **Case Studies:** Include case studies or examples of previous work that demonstrate your ability to create engaging visual content.

4.3 Approach and Methodology

- **Creative Process:** Describe your approach to capturing and producing lifestyle photo and video content.
- **Project Management:** Outline your process for managing projects, including timelines, milestones, and communication strategies.

4.4 Team

- **Key Personnel:** Introduce the team members who will be working on this project, including their roles and relevant experience.
- **Subcontractors:** If applicable, provide information on any subcontractors or partners who will be involved in the project.

4.5 Budget

- **Cost Breakdown:** Provide a detailed budget that outlines the costs for photography, videography, post-production, and any additional expenses.

- **Payment Terms:** Specify your payment terms and any other financial considerations.

4.6 References

- **Client References:** Provide contact information for at least three clients who can speak to your capabilities and performance.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Creativity and Quality:** The originality and quality of the visual content in your portfolio.
- **Experience:** Relevant experience and expertise in lifestyle photography and videography.
- **Approach:** The thoughtfulness and feasibility of your proposed approach and methodology.
- **Budget:** The cost-effectiveness and transparency of your proposed budget.
- **References:** Positive feedback from previous clients.

6. Submission Instructions

Proposals must be submitted electronically in PDF format to marketing@traveldrumheller.com by August 30, 2024. Submissions must be submitted on time to be considered.

6.1 Questions

For any questions regarding this RFP, please contact Keri Looijen, Marketing Manager, at marketing@traveldrumheller.com by July 19, 2024. Responses to all inquiries will be shared with all interested parties by July 26, 2024, and will be posted on our website with links emailed out.

6.2 Timeline

- **RFP Issued:** July 3, 2024
- **Questions Due:** July 19, 2024
- **Questions Response:** July 26, 2024

- **Submission Deadline:** August 2, 2024
- **Interviews of Candidates:** August 5-9, 2024
- **Selection of Creator(s):** August 13, 2024
- **Project Kick-off:** August 19, 2024

7. Terms and Conditions

- **Ownership:** All deliverables produced as part of this project will become the property of Travel Drumheller.
- **Confidentiality:** All information provided in this RFP and subsequent project work is confidential and should not be disclosed to third parties without prior consent from Travel Drumheller.
- **Contract Nature:** This Agreement will be project-based and as required to fulfill our content needs. The Contractor will be engaged for specific projects outlined in this RFP and any future projects as mutually agreed upon.
- **Contract:** The selected creator(s) will be required to enter into a formal contract with Travel Drumheller.

We look forward to receiving your proposals and partnering with you to showcase the best of Drumheller through stunning visual content.

Sincerely,

Keri Looijen
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