



## REQUEST FOR PROPOSAL PHOTOGRAPHY SERVICES

### I. INTRODUCTION

The Clear Creek Amana Community School District (the "School District") is currently seeking proposals from qualified vendors interested in providing the highest quality photography services at the most reasonable cost to students attending the School District and their families. The School District will select one vendor to deliver the services as described in this Request For Proposal.

### II. PROPOSAL DETAILS

#### A. TIMELINE FOR PROPOSAL

Issue Request for Proposal (RFP)	May 30, 2024
Questions/Clarification Regarding RFP	June 25, 2024 – 3 PM
Proposals Due	June 28, 2024 – 3 PM
Proposal Review	July 8 - 10, 2024
Award of Contract	August 1, 2024

#### B. PREPARATION OF PROPOSAL

Each proposal shall be prepared simply and economically avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete, accurate and reliable presentation. All proposals shall respond clearly to the questions and information requested in the RFP. The proposal should follow the format of the RFP in presentation of the information requested.

#### C. NUMBER OF PROPOSAL COPIES

In addition to the proposal being submitted electronically, three hard copies of the proposal should be submitted.

#### D. PROPOSER'S CONDITIONS

Any conditions or expectations on the part of the proposer for performance by the School District must be set forth in the proposal.

#### E. EFFECTIVE PERIOD OF PROPOSALS

All proposals must state the period for which the proposal shall remain in effect. Such period shall not be less than 90 days from the proposal date.

F. SUBMISSION OF PROPOSALS

The proposals should be sent to:

Clear Creek Amana Community School District  
Att: Lori Robertson, Executive Director of Business Services  
PO Box 487  
Oxford, IA 52322  
lorirobertson@ccaschools.org

All hard copies and the electronic submission of the proposal must be delivered on or before June 28, 2024, at 3:00 PM. **Proposals received after the stated date and time will not be considered – no exceptions.** The School District is under no obligation to return proposals.

G. SCOPE OF SERVICES

The photography services shall be performed at no charge. The vendor agrees to make the photographs taken available for sale to students and their families. The vendor shall, to the extent that the vendor has access to information belonging to the School District, use such information only for the intended purpose and refrain from disclosing such information to third parties. The Vendor shall perform photography services for the following activities (team and individual as applicable) of the School District:

1. All high school sponsored athletic teams
2. All high school cheerleading and Dance teams
3. All high school student activity clubs and organizations (group photo only)
4. All high school sponsored fine arts groups
5. All middle school sponsored athletic teams
6. All middle school sponsored fine arts groups
7. All middle school student activity clubs and organizations (group photo only)
8. Provide digital images of teams and individuals for placement on the Athletics Website
9. Get first opportunity for any event/program photo requests

TEAM POSTERS AND SENIOR BANNERS:

1. Provide photographic services for team posters following district guidelines
2. Develop, design and produce team posters for teams requesting services
3. Develop, design and produce senior banners for high school sponsored athletic and fine arts teams/groups

H. CONTACT OF SCHOOL DISTRICT OFFICIALS

Except for inquiries regarding the content of the RFP, proposers shall not contact any School District employees or elected officials regarding services requested in this proposal. Any violation of this condition shall disqualify the proposer from consideration.

- I. **OWNERSHIP OF MATERIALS AND DELIVERABLES:**  
Vendor agrees that all materials, work product and other deliverables (the “Deliverables”) to be produced or provided will become and remain the sole and exclusive property of the school District.
  
- J. **ADDITIONAL INFORMATION REGARDING THE PROPOSAL**  
All proposals shall become the property of the School District and shall not be returned to the proposer. All proposals become public record as soon as received by the School District. The School District reserves the right to request additional information, if necessary, for the evaluation of the proposals. The School District is not responsible for any costs incurred in the preparation of this proposal and the proposer certifies that the costs included in its proposal have been arrived at independently and without consultation with any competitor or representative of the School District.
  
- K. **NON-DISCRIMINATION**  
The successful vendor shall not discriminate or permit discrimination in its operations or employment practices against any person or group regardless of age, race, sex, national origin, religion, sexual orientation, or disability and shall furnish evidence of compliance with this provision when so requested by the School District.

### **III. RESPONSE FORMAT AND REQUIRED ELEMENTS**

- A. **COMPANY HISTORY**
  - a. Statement of interest for responding to the RFP.
  - b. Provide a brief history of your company. Include your connection to the Clear Creek Amana Community School District.
  - c. Include the primary contact’s name, address, phone, and email address for the company.
  - d. Signed by the primary contact.
  
- B. **STAFF & EXPERIENCE**
  - a. List all photographers that would be providing services at Clear Creek Amana and their qualifications
  - b. List and describe photography projects/contracts over the past two years.
  - c. Include a portfolio sample relevant or similar to the scope of services described in section II.G.
  - d. Provide any other information that illustrates the quality of services performed.
  
- C. **BACKGROUND CHECKS:**  
Vendor will certify to the School District that it has performed background checks on all personnel performing services on School District grounds and who will have contact with students. This shall include checks of child abuse, dependent adult abuse and sex offender registries. Vendor shall comply with all restrictions under Iowa law regarding persons on the sex offender registry, and shall certify that no person who has been convicted of a sex offense against a minor will be present on school property or perform any work for the School District. Additionally, the vendor authorizes the School District to obtain information about the contractor and its criminal background check process and history. Contractor shall not permit

any individuals who do not meet the District's standards for background checks to be present on school property or perform any work for the school district.

**D. COST**

Provide a price to be charged to students and their families for single photo sizes, special packages indicating the number of photos and sizes, and digital products/access. Include pricing for any special or unique products offered. Posters and senior banners will be invoiced to the school district and reimbursed by the CCA Athletic Booster Club and/or FAME Fine Arts Booster Club.

- a. Wallet
- b. 5 x 7
- c. 8 x 10
- d. Package sample
- e. Digital products/access
- f. Cost for poster
- g. Cost for senior banner

**E. DIGITAL CAPABILITY**

Describe the quality of the equipment that will be used to provide services. Include digital enhancement services provided to clients such as blemish reduction and the cost of such services. Describe online access that students and their families have in order to view and/or order photos.

**F. REFERENCES**

Provide contact information for previous clients including the name, address, phone, and email address. Describe the services performed.

**G. OTHER**

Provide any other information that you feel is relevant to this RFP that would illustrate why the School District should select your company as the winning proposal.

#### **IV. AWARD OF CONTRACT**

**A. COMMITTEE EVALUATION**

An evaluation committee will assess all proposals following the evaluation criteria rubric.

**B. RIGHT OF REJECTION BY THE CLEAR CREEK AMANA COMMUNITY SCHOOL DISTRICT**

Notwithstanding any other provisions of this RFP, the School District reserves the right to award this contract to the vendor that best meets the requirements of the RFP, and not necessarily, to the lowest cost bidder. Further, the School District reserves the right to reject any or all proposals, or any part thereof, and to waive informalities, and to enter into such contract or contracts as shall be deemed in the best interests of the School District.

**C. WRITTEN CONTRACT**

A proposer to whom a contract is awarded shall be required to enter into a written contract

with the School District. This RFP and the proposal, or any part thereof, may be incorporated into and made a part of the final contract. The School District reserves the right to negotiate the terms and conditions of the contract with the selected proposer(s). Any contractual changes shall be made in writing and shall be mutually agreed upon by both the School District and the proposer.

D. TERM

The contract will be awarded for an approximate, initial three (3) year term commencing on or about August 1, 2024 through June 31, 2027. Either party may terminate this contract upon written notice to the other party if the other party fails to comply with any of the provisions of this contract, provided that written notice of the breach shall be given to the breaching party and the breaching party shall have at least thirty (30) days to cure the breach. Upon the expiration of the initial term and any subsequent renewal term, this contract may be renewed for a subsequent term of one year upon the written agreement of the parties. The parties will evaluate the contract and make the determination as to whether the contract will be renewed for a subsequent term no later than thirty (30) days prior to the end of the then-current term.

E. WARRANTY

The vendor represents and warrants that the services to be performed will be rendered using sound, professional practices and in a timely and competent manner by qualified personnel. The vendor further represents and warrants that all materials and methodologies used in connection with providing the services and/or products which are the subject of this contract shall not infringe any copyright or other proprietary right of a third party. The vendor further represents and warrants that the vendor shall comply with applicable federal, state, and local laws and regulations in connection with the performance of this contract (including, but not limited to, laws regarding restrictions on sex offenders on school property), and that the vendor shall observe the safety of students of the School District at all times.

F. INSURANCE

Upon award of the contract, vendor shall submit proof of general liability insurance for protection from claims arising out of the performance of said contract. At a minimum, the insurance coverage shall be \$1,000,000 and be obtained from a licensed business in the State of Iowa.

## I. EVALUATION CRITERIA

Evaluation of responses to a request for proposal is based upon a 100-point rating system. The techniques used to evaluate these responses according to the criteria are described below.

---

<b>Criteria</b>	<b>Possible Points</b>
1. <b>Staff &amp; Service</b> – Ability to meet all of the obligations of the contract including ability to communicate, coordinate, and organize large photography sessions.	0-30
2. <b>Experience</b> – Previous experience with athletic teams and activity groups to include both action photography and individual/team photography.	0-20
3. <b>Cost</b> – Individual photo and package pricing offered to students and their families.	0-20
4. <b>Digital Capability</b> – Ability to provide high quality digital photos for clients and the School District. School District may use photos for publishing materials on the School District’s website or other marketing materials as deemed appropriate.	0-10
5. <b>References</b>	0-10
6. <b>Other Criteria</b> (include banner and poster examples)	0-10
<b>Total Points</b>	100