

REQUEST FOR PROPOSAL
Bethune Holdings, LLC & LHC Brands
South Texas Lifestyle Guide

Service Needed: Photography Services

Email proposals to: lindsay@lhcbands.com

Mail proposals to: 115 North Washington St., Beeville, TX 78102

PROPOSAL MUST BE RECEIVED BY: 5:00 p.m. Central Time, January 19, 2018

Introduction

Bethune Holdings, LLC and LHC Brands [Contractors] are seeking a photographer for hire at a flat rate. The assignment is a high-class and artistic collection of images featuring small-town business owners and their respective venues. The expected time of the assignment will be two full days with some travel within a 30-mile radius of Beeville, Texas, and whatever additional time the photographer needs to edit and assemble the final photographic products.

Background/Overview

Leadership at Bethune Holdings, LLC and managing partner, LHC Brands, are currently in the process of planning a print lifestyle guide for publication sometime in 2018. The guide will be a high-end catalogue of businesses and services in part of the South Texas inner Coastal Bend region. The vision for the guide is artistic, minimalist, and heavily focused on photography features of paying businesses and individuals.

Content will be printed on high quality paper and will be approximately 50 pages when complete. Based on early estimates, photos will be taken of approximately 40 businesses, all located within a 30-mile radius of Beeville, Texas. Some businesses paying for a double-spread may need 2, but no more than 3 photos in the final product. Businesses will range in industry and services, but will all be B2C (business-to-customer).

The mission of this lifestyle guide is to reimagine rural small-town businesses through a lens that shows them as destination-worthy, quality, classy, entrepreneurial experiences. Other than locals to the area, these businesses are often “forgotten” as modern customers are more conveniently attracted to box stores and larger national chains. This guide seeks to capture the uniqueness and

experience that a small-town business or service can offer in competition or as a better option than standard commercial consumerism.

Bethune Holdings, LLC still has to select a name and brand for this lifestyle guide. The final decision to move forward with this project will depend on the ability to find a quality photographer at a reasonable price, who also visually understands the mission of this guide and can deliver photos that satisfies both the guide's business administration and our participating advertising businesses.

Assignment Details

As the guide is still in the planning process, we cannot provide an exact number of clients who will be photographed. Early estimates are for approximately 40 businesses. Images should capture clients in a flattering yet honest light. Images should also highlight the business and convey the distinct cultural flavor of our region of South Texas.

The assignment will take two consecutive days. The first day will be based in Beeville, Texas where the majority of featured businesses are. There may be some short distance travel to some locations if there is time left in the first day. The second day will be mostly spent on the road going to the remaining locations. All locations lie within a 30-mile radius of Beeville, Texas. Overnight lodging and meals/per diem will be provided for the photographer during assignment.

Transportation to and from the locations will be the responsibility of the photographer. Client will reimburse photographer for mileage during the two-day assignment to the scheduled locations. Client will not reimburse photographer for any mileage before and after the terms of the contract. The photographer is also responsible for sticking to schedule, as scheduled times will already be arranged between the guide coordinator and the paying clients. The guide coordinator will work with the photographer in designing a schedule and route that is realistically possible to achieve the assignment in a 2-day period.

Photography & Final Product Details

Assignment also includes any editing and final selection of photos for Client. Multiple photographs of each business location should be taken to ensure choice of photos. Photographer is required to photograph both the physical business-place and pose any appointed business leaders in a portrait-style photo. Photographer shall furnish at least fifteen (15) quality photos for each business location.

Random, candid photographs are encouraged prior to, during and after the scheduled time with scheduled businesses. The candid photographs become the property of the Client.

The photographs shall be provided electronically or by CD at no cost to the Client no later than 45 days after the conclusion of assignment. Photographer will receive compensation as agreed

upon in individual contract between Client and Proposer once Client has received and is satisfied with the photographs.

Photographs are expected to be of high resolution and representative of the best practices of a professional photographer.

As additional income, photographer may sell photographs to the participating businesses for their own personal enjoyment, however, said businesses are under no obligation to purchase photographs. Sales transactions are solely between the photographer and the independent business/individual. Regardless of additional purchase by participating businesses, Client retains the primary right and ownership of the photographs.

Photographer shall provide their own equipment to complete the contract and is responsible for any equipment failure.

Proposal Instructions & Requirements

Proposals must be received by 5:00 p.m. Central Standard Time on January 19, 2018. Proposals may be received electronically via email (lindsay@lhcbrands.com) or physically at 115 North Washington St., Beeville, Texas 78102. Any proposals received after the deadline will be disqualified.

The proposer is solely responsible for ensuring the proposal is received prior to the RFP deadline. Proposer should carefully read the information contained herein and submit a complete response to all requirements and questions as directed. Failure to submit a complete response may result in disqualification of proposer's proposal.

The proposer shall bear, as its sole risk and responsibility, any costs that arise from the preparation of the proposer's response to this solicitation.

By submitting a proposal, the proposer acknowledges acceptance of the proposal selection process, the criteria for award, the scope of services and conditions under which the services are to be performed, the terms and conditions of the RFP, and all other requirements and specifications set forth in this RFP.

Criteria for Award

The successful proposer, if any, selected by Bethune Holdings, LLC and LHC Brands, in accordance with the requirements and specifications set forth in this RFP, will be the proposer that submitted a proposal in response to this RFP, on or before the submitted deadline, that is most advantageous to the Contractors. The factors to be considered by the Contractors in evaluating proposals and selecting the successful proposer for this award, will be those factors listed with their relative weights under "Evaluation Criteria" of this RFP.

Proposal Content

Proposals should be prepared simply and economically, providing a straightforward, concise description of Proposer's ability to meet the requirements and specifications of this RFP. Emphasis should be on completeness, clarity of content, and responsiveness to the requirements and specifications of this RFP.

Proposal content should include the following elements, which are further described further below:

- Cover letter
- Resume
- References
- Proposal Entry Form
- Samples Portfolio

The **cover letter & resume** is open to the creativity and discretion of the Proposer. It is your opportunity to describe your experience with related photography subjects, how you envision yourself taking on the challenge, and why you think you are qualified for the contract.

Please include in your resume, your name, a contact number and a minimum of **three references** of similar work, complete with name, address, phone number, and type of service provided. By listing references, the proposer agrees that Contractor may contact the references and consider the references response as a basis to determine and award of this RFP.

Please complete and include the **Proposal Entry Form** [*see Appendix*]. This form is the Contractor's way to discern if the elementary needs of this assignment are met by the applying Proposer.

The **samples portfolio** is the Proposer's opportunity to provide examples of prior work that demonstrate your unique perspective, photographic ability and experience with related subject material. In order to have equal applications, all Proposers must submit five images in their portfolio. Any more or less may result in disqualification of proposer's proposal.

Sample photographs shall include pictures of businesses and portraits in a natural setting. Contractors will retain all samples submitted with proposals. Watermarks are permitted in order to protect the proposer's artistic property.

RFP Submittal Instructions

Proposals must be received by Contractor on or before the submittal deadline.

Proposer should submit all required proposal materials. The name and contact of the Proposer should be clearly visible in the submittal email or primary document.

Contractor will not consider a proposal received after the submittal deadline under any circumstances.

Contractor prefers that proposals be submitted electronically, but will also accept physical submittals as no penalty or disadvantage to the Proposer. Physical proposals should be typed on letter-size (8.5”x11”) paper, and be submitted in a folder or manila envelope.

Please keep all proposals short and to the point, while still providing all requested documents and information. Overly long and elaborate proposals are not desired.

Any questions for clarification of the proposal should be sent to moderator Lindsay Horton at lindsay@lhcbands.com. All questions submitted and received will be responded to within 2 business days.

Evaluation Criteria

Proposals will be evaluated by the coordinator of the proposed Guide and the executives of the Contracting firms. Proposals will be reviewed on the basis of the criteria listed below. Relative weights of the criteria are listed below.

Evaluation factors will be weighted as follows:

Proposer’s flat rate cost for a 2-day assignment [see <i>Assignment Details</i> above]	40%
Proposer’s ability, capacity, and skill to perform the contract as demonstrated by submission photographic samples	30%
Proposer’s responses to questions	20%
Proposer’s references and qualifications	10%
TOTAL	100%

Contractor Limitations

Contract administration will be by Bethune Holdings, LLC. Payment will be made by Bethune Holdings, LLC after receipt of a correct invoice.

This is the inaugural year for publication of the lifestyle guide, therefore resources are minimal. Similarly, the mission of the guide is to provide economic stimulation and a cultural revival in a rural and depressed region of South Texas – we are therefore operating on an at-cost basis and will not be up charging participating businesses for any personal profit. Therefore, our working budget remains small. *We are therefore limited to cap any photography contracts at \$500 NOT including mileage compensation and per diem payouts.*

If you wish to propose more than our limit, your proposal will not be immediately disqualified. Please understand, however that cost has a significant weight in our decision (40%) and it would take incredible compensation in other evaluation criteria areas to overcome a higher proposed amount.

Terms & Conditions

Proposals and any other information submitted by proposer in response to this RFP shall become the property of Bethune Holdings, LLC and LHC Brands.

The Contractors will not provide compensation to Proposer for any expenses incurred by Proposer for proposal preparations or for demonstrations or oral presentations that may be made by Proposer, unless otherwise expressly stated.

Contractor and awarded Proposer will agree to the details of the assignment and compensation in a contract following acceptance of offer by Contractor to Proposer.

Photographer must dress professionally and act in a professional manner during assignment.

Notification of Award of Contract

Contractors will directly contact and notify the proposer who wins the award of assignment contract. *The selected proposer will be contacted by January 31, 2018.*

Contractors will send a courtesy email notifying any other submittals that their proposal was not selected. *Courtesy notifications will be sent by January 31, 2018.*

[Appendix]

Proposal Entry Form

Proposer/Company: _____

Federal Employer Identification Number (FEIN): _____

Name: _____

Title: _____

Address: _____

Telephone Number: _____ Cell Number: _____

Email: _____

Proposed Flat Rate for Assignment: _____

Do you have any objections to working on an individual assignment for 2 consecutive days?

Yes _____ No _____

Do you have any experience with photography in commercial settings? Explain.

As best as you can describe, how would you make a depressed rural setting come across more sophisticated and unique or whimsical through your photography?

What do you appreciate most about small business owners?

What do you appreciate most about rural cities and small-towns?

What attracted to you to submit your proposal for this RFP?

Proposer Signature: _____ **Date:** _____