

REQUEST FOR PROPOSAL

August 12, 2010

Experienced Mendocino Wine Country Photographer
needed for book to be published in 2011.

Deadline for submissions: September 1, 2010

Details: This is a request for proposal from qualified photographers to participate in a book project about Mendocino County wine and wineries. Qualified bidders must be residents of Mendocino County and possess at least 10 years experience photographing wine industry subject matter. Shooting will take place in Mendocino County, commencing approximately 30 days after successful bidder is notified and continues through March 31, 2011. Project requires coordination time with staff, possible retouching, and delivery of approximately 70 approved color photographs as high resolution electronic files along with transfer of use rights. Proposals must contain credentials with references, pricing, and payment terms. Note: Emails with attachments exceeding 3MB will be discarded. (If you wish to submit larger samples of your work, please provide web addresses or links in your proposal.) Deadline for receipt of proposals is September 1, 2010.

Issuer: Mendocino Winegrape & Wine Commission

Email: RFP@truemendocinowine.com

MWWC BACKGROUND

About the Mendocino Winegrape & Wine Commission – MWWC is an alliance of 84 wineries and 343 winegrape growers based in Mendocino County, California. Founded in 2006, MWWC seeks to raise the profile of the Mendocino County wine industry, both domestically and around the world, through knowledge-sharing, marketing support, and outreach to consumer, trade and media audiences. Mendocino County is known as the nation's "greenest wine region," a stance adopted in 2008 that reflects MWWC membership's commitment to producing superior wine using sustainable and environmentally friendly farming and winemaking techniques.

For further information: www.truemendocinowine.com

BIDDER QUESTIONS

- Business identification and description: name, ownership, complete address/contact information, summary of core business, size of staff if any.
- Name(s) of person(s) in the organization who will work on this project and approximation of how much of his/her time will be spent on the project.
- Demonstrate/describe capability to complete project, including subcontractors, if any, and their qualifications. This should include brief resumes of key staff and subcontractors to be assigned to the project.
- Describe the organization's experience in working on projects of the type and scope outlined in the RFP. Include relevant experience, case studies or examples from past/current clients.
- Discuss your approach to the scope of work defined above. Timing issues, approach to developmental and training phases.
- Identify the bid price and its components. Show what individual elements cost in terms of hours along with an hourly rate, plus any expected expenses. List any other out of pocket expenses that the commission could incur as a result of this project, even if it is not a direct expense to you (e.g., a graphic artist, a web registration fee, a software purchase, etc).
- Three references are required, preferably past or current clients.