

REQUEST FOR PROPOSALS

FY14 Photography Requirements

The Kennebec Valley Tourism Council (KVTC) is in the process of updating and revitalizing our library of promotional images.

Following are several reasons for this initiative:

- With our awareness of the region's broad range of marketable yet evolving lifestyles, activities and trends, it is essential for KVTC as the official destination marketing organization for the Kennebec and Moose River Valleys (KV) area to provide current imagery to support all marketing initiatives.
- An opportunity to capture the feeling and experience of the KV as a travel destination (its energy, passion, style and natural-beauty) in evocative photography to supplement our existing collection of scenic imagery.
- To provide images that depict all that the KV has to offer; fine dining, theatre, arts & culture, outdoor activities, attractions, festivals & events, transportation, shopping and nightlife across multiple seasons.
- To have a library of stylish, up-to-date images that clearly communicate the "EXPLORER" brand/personality and have longevity in their application.

Background

The Kennebec Valley Tourism Council's mission is to create awareness of and increase tourism activities in Kennebec and Moose River Valleys region. The region's brand essence is about "exploring," whether in town or in the great outdoors.

KVTC intends to begin to build a library of uniquely "Kennebec Explorer" images to use in furthering its mission. The images will be used by KVTC for marketing initiatives across the organization and for approved use by our membership of tourism industry-related business partners. Access to our images will also be provided to travel media and press.

KVTC uses images in marketing collateral from annual publications, email campaigns and on our official website and in social media.

Following is a brief list of KVTC collateral:

- The Kennebec EXPLORER – the Region's Official Visitor's Guide
- Facebook, Twitter, Pinterest and YouTube
- Twice monthly email communication
- Print advertising in *Maine Invites You*
- Website (kennebecvalley.org) and blog (kennebecvalley.me)
- Travel shows and events materials for distribution and sponsorship

Objectives

The following list outlines areas in which KVTC may require photography. These areas will be discussed in detail upon selection of photographer(s):

- People taking part in outdoor activities such as hiking, biking, paddling and more
- Shopping in towns and at larger retail venues
- People dining in busy restaurants
- People enjoying arts & culture
- Fairs and festivals
- People enjoying local landmarks/heritage buildings (museums, galleries, forts, etc.)
- Unique “must see” scenic locations and panoramic

KVTC wants to set a mood with our photography by achieving the following:

- Reflect the region’s energy and uniquely Maine personality
- Reflect the region’s passion for the outdoors, shopping, fine dining and entertainment.
- Reflect the regions promise that a visit to the area will exceed visitor’s expectations; supporting the idea that there is something for everyone to enjoy in this region of Maine.

Priorities

The priority of the proposed photo shoot is to focus on specific locations or activities that best represent the Kennebec Valley experience that we have not been able to source through local photographers or organizations, and have not been able to purchase through stock imagery outlets. We plan to maximize every shooting opportunity with model, prop and wardrobe changes for seasonal and demographic diversity

Day 1:

Late August – Early September

Outdoor Activities In and Around the Regions Lakes.

This full day shoot at a location to be determined based on scouting will allow for the acquisition of images that represent a broad range of activities available throughout the region. Paddling, swimming, floating in tubes, sitting dockside relaxing, hiking in the nearby woodland trails, mountain biking, sitting on lodge/cabin porch and in front of the fireplace.

Through use of various models — 2 kids, male and female adults 30-40, male and female early 60's — and wardrobe changes we can create a broad range of images for both summer and early fall.

Day 2:

Unique Scenic Locations

Late August – Early September

This shoot will “take it on the road” and not include models. This one-day trip throughout the region will allow us to capture images of numerous “must see” locations that we have not been able to acquire from stock or local sources.

The shot list will include but is not limited to: Attean View in Jackman, Lake George in Canaan, Benedict Arnold Memorial with view of Lake Wyman, the S-curve of Route 201 (new shoot with green trees), view at start of Old Canada Road (Madison/Solon), Skowhegan gorge from bridge, shot of Waterville from Fort Halifax and the block house, plus additional shots along the way that the photographer and creative team

Day 3:

Early December

Holidays in our Riverside Towns

Full day shoot aimed at creating quintessential small-town New England holiday images; one of the unique Kennebec Valley experiences. Locations throughout Hallowell and Gardiner will allow for the acquisition of images that represent a broad range of activities available in many of the regions towns and cities. Shopping, sightseeing, dining, entertainment and galleries. Additionally Hallowell offers “picture postcard” opportunities to capture holiday lights and decorations that will pull the heartstrings of potential visitors.

Through use of various models — 2 kids, male and female adults 30-40, male and female early 60's — we can create a broad range of images.

Conditions of Ownership

The Kennebec Valley Tourism Council, a not-for-profit organization, uses images for promotional materials in positioning the Kennebec and Moose River Valleys region as a key travel destination. The same guidelines and conditions of usage also apply to KVTC members.

- KVTC will have non-exclusive, unlimited usage, including multi-media applications: print, online, promotional and interactive media.
- KVTC may loan or grant permission to use images for promotional use to our members, travel media or qualified tourism partners in the region under the guideline that all are promoting the KV region as a tourist destination.
- Compensation and credits to be negotiated

Proposal Guidelines

When submitting your proposal, please include the following:

1. Summary of experience, including thumbnails of previous work or weblink, weight will be given to previous tourism lifestyle experience.
2. Understanding and Approach
 - a. Understanding of KVTC photography objectives
 - b. Proposed approach to obtaining desired photography
3. Rates, Timelines, and Deliverables
 - a. Budget projection, detailing all anticipated expenses associated with both freelance work and photo shoots (hourly and daily rates), including times, color corrections and additional costs for talent and styling.
Please note: budget for talent is minimal and will most likely include sourcing non-professional or volunteer talent.
 - b. Schedule - availability between August 24 and October 15, 2013
 - c. Maximum digital file size possible. Format (i.e., panoramic, large format...)

Deadline for Submissions

Friday, August 16, 2013 at 4pm via email.

Contact Information

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