

Request for Proposal

Idaho Forest Products Commission

May 2021



ISSUED BY

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Idaho Forest Products Commission

Introduction & Background

The Idaho Forest Products Commission is accepting proposals in response to this Request for Proposal (RFP) in order to find a qualified source to provide high quality photography and videography of various aspects of the forest products industry in Idaho. The images and video will be used on digital platforms, including the IdahoForests.org website and IFPC-related social media accounts with the following goals:

- 1. Promote the diversity and passion of the people who work in the forest products industry;**
- 2. Increase public understanding of and support for forest management techniques and outcomes;**
- 3. Increase public understanding of the economic and environmental benefits of Idaho's forests and how healthy forests contribute to a healthy Idaho.**

The objective of this Request for Proposal is to locate a source that will provide the best overall qualifications to Idaho Forest Products Commission.

Budget

The budget for this project is set at \$10,000. The basis of our award decision is fully described in the Evaluation Factors section of this Request for Proposal below.

Submission Guidelines and Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must E-Mail an electronic proposal in PDF format to ifpc@idahoforests.org that includes, at a minimum: a cover letter, a one-page technical specification sheet and links to on-line samples.
 - Bidders must list/link at least two projects that are substantially similar to this project as part of their response, including references for each. Examples of other work expressing different styles and techniques should also be provided.
 - A one-page technical specification must include equipment used during and after the shoot.
3. Proposals must be signed by a representative that is authorized to commit the bidder's company.
4. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
5. **Proposals must be received by 5 PM May 30, 2021** to be considered.
6. Proposals must remain valid for a period of 30 days.
7. See "RFP & Project Timelines" for specific dates.

Project Description

The purpose of this project is as follows:

1. Acquire at least 50 high quality photographs and six short video/audio segments (minutes in length) for use in Idaho Forest Products related digital communications.

The description of the project is as follows:

1. Photographer/videographer will provide three days of shooting. Dates will be determined once RFP is awarded. Shoot must be completed before August 2020.
2. IFPC will coordinate and manage times/locations/people and expectations and assist with gear and production.
3. A list of photographs/video segments needed as well as the style in which they should be shot will be determined once the RFP has been awarded. Collaboration is expected.
4. Three major backdrops will be featured in Idaho:
 - a. Managed forest/tree planting
 - b. Forest products production mill (indoor)
 - c. Tree seedling nursery (indoor/outdoor)
5. The photographer is expected to utilize a variety of photographic lenses and techniques to achieve the needed style.
6. Full resolution photographs will be processed, named in an agreed-upon format and shared with IFPC via a zip drive.
7. The video will be processed and provided in mp4 format on a zip drive.
8. IFPC will have exclusive rights to the photos and video.

Project Scope

The scope of the project entails travel to three locations within Idaho and on-the-ground photography/videography involving both indoor and outdoor settings. Some outdoor locations may have challenging terrain.

- The successful bidder will demonstrate through past work how to capture the beauty and spirit of the subject matter.
- The successful bidder will demonstrate how they have brought mundane or misunderstood subject matter to life.
- The successful bidder will be responsible for providing all the necessary photographic/video equipment and lighting gear.
- The successful bidder will be able to collaborate creatively with IFPC on the style and goals of the shoot.
- The successful bidder will demonstrate expertise in high quality photography and videography.
- The successful bidder will demonstrate experience in similar projects involving industry and outdoor photography/videography.

RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	05/15/2021
Deadline to submit proposals	5/29/2021
Selection of Top Bidders / Notification to Unsuccessful Bidders	06/03/2021
Start of Negotiation	06/08/2021
Contract Award / Notification to Unsuccessful Bidders	06/10/2021
Shoot schedule determined upon availability of bidder and subject/locations.	TBD

Budget

Idaho Forest Products Commission’s budget for the project, including associated travel costs, is \$10,000.

Evaluation Factors

Idaho Forest Products Commission will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Technical expertise/experience of bidder
5. Demonstration of understanding of the goals of the commission and how they might be expressed in terms of style and technique.

Idaho Forest Products Commission reserves the right to award the bidder that presents the highest quality portfolio and best plan for delivering on goals.

QUESTIONS: E-Mail Jennifer Okerlund at IFPC@idahoforests.org or 208-334-3292.