



Photography Services Dulles Area Association of REALTORS® Request for Proposal

Overview

The Dulles Area Association of REALTORS® (DAAR) is soliciting proposals from qualified professionals to provide photography services for capturing and producing digital images of DAAR members as a fundraising activity for the REALTORS® Political Action Committee (RPAC). The photographs will be taken on Thursday, October 19, 2017 between 9:00 a.m. and 4:00 p.m. at the Embassy Suites located at 44610 Waxpool Rd, Ashburn, VA 20147.

About DAAR

Founded in 1962, DAAR serves almost 1,400 members and affiliates working in all aspects of real estate throughout Loudoun County and the Northern Virginia area. DAAR's purpose is to provide REALTORS® with the resources that enhance their ability to serve the public in a professional and ethical manner; and to act as the leading advocate for private property rights, as well as legislative and industry issues affecting REALTORS®. DAAR is governed by a 21-member board of directors elected by the membership. Members are offered extensive continuing education courses through the DAAR's Real Estate School, as well as opportunities to network, seek industry recognition, and become involved in government affairs and the political action committee.

Scope of Work

DAAR seeks a qualified professional or teams of professionals who are able to provide individual, professional photographs for DAAR members as part of a fundraiser for RPAC.

The photographer must be able to provide the following:

- Capture 3 digital images for each participant.
 - These images should be three-quarters or full body shots, that when properly cropped, may also be used as professional headshots.
- Provide participants a brief selection of images to be digitally produced.
- Allow participants to select 1 of 3 images.
- Customized Sales Package for participants with an offer to purchase the remaining headshot(s). Describe this offer.
- Customized Discount Package(s) for participants to collaborate with the photographer for other services. Describe this offer.
- Logo and other marketing/promotional materials so DAAR can promote this opportunity to our membership and mailing list(s) via email and web-based communications, and on other collateral material.

Any entrance or event fees will be waived or covered, including parking.

The contract from the selected photographer must contain language releasing all copyright ownership to the individual portrayed in the image at NO additional fee. DAAR will be responsible for payment for the photographer's services.

The photographer is responsible for the following:

- Set-up and staging of a portrait area (including neutral color backdrop, lighting, seating, and any other elemental props).
- Camera(s) and other photography equipment required for capturing, processing, and delivery of digital photographs.
- Post-session editing of photos.
- Staff assistant(s). Describe the services performed by the assistant(s), such as professional make-up or touch-up services, etc...

Proposal Submission* and Evaluation

The proposal in response to this RFP should include:

1. Letter of interest that includes a synopsis of qualifications of the photographer and his/her firm. Please clearly state the individual representing the contractual authority.
2. Profile of firm including number of employees, location, and relevant experience working on similar efforts within the last five (5) years. Please include the professional credentials of the professional staff. Describe the photographer's experience with REALTOR® associations or other associations in the conduction of similar services.
3. Description of how the photographer will fulfill the Scope of Work, his/her process for distributing digital headshots to participants, and the minimum and maximum amount of time necessary to complete the photography session for each participant.
4. Cost information, with the proposed amount to be charged for each participant, considered typical for execution of this type of effort at a fundraising event.
 - a. For those interested, DAAR offers affiliate partnership and sponsorship opportunities help raise awareness of your business with DAAR members. Each opportunity serves as an effective extension of your marketing efforts and offers various levels of exposure designed to showcase the value your business brings to the real estate community. Indicate if you would like to learn more about this unique opportunity.
5. Disclose any material agreements, relationships, or employment the photographer, firm, or team members have that may create a conflict of interest or the appearance thereof.
6. Provide 3 references by listing name, company, phone and email.

7. Optional supporting materials of you/your firm's choosing.

Proposals will be evaluated based on clarity, specificity, outline of proposed solution/approach, and cost. Additional criteria include the ability to undertake the service, professional excellence, demonstrated experience and competence in the services to be provided; education and experience of the staff; quality and relevance of recent or on-going relative experience; and possession of the desirable qualifications listed above. DAAR reserves the right to conduct discussions for obtaining "best and final offers."

*Digital submissions via email are accepted.

For Questions/More Information

Contact Brenda Morton, DAAR, (703) 777-2468, bmorton@dullesarea.com.

Proposal Submission

Submit proposals to Brenda Morton at the above email address, no later than 4:30 p.m. on Wednesday, May 31, 2017.