



REQUEST FOR PROPOSAL

The Tuscaloosa County Park and Recreation Authority (PARA) will accept proposals for the photographic rights for all PARA programs, events and sports activities. Said proposal is to be in a sealed envelope and mailed to P.O. Box 2496, Tuscaloosa, AL 35403, or it may be delivered to the PARA Building, 614 Greensboro Ave., Tuscaloosa AL **on or before 2:00 p.m. (CST) Friday, March 12, 2010**. Envelope is to be marked in the lower left-hand corner "Photo Proposal."

The Tuscaloosa County Park and Recreation Authority reserves the right to reject any/all proposals or parts of proposals as may be in the best interest of the authority.



GENERAL SPECIFICATIONS and REQUIREMENTS PHOTOGRAPHIC RIGHTS

1. Said proposals is to include photography services for **all** PARA programs, events and sport activities including individual and group pictures for team/group activities and events including, but not limited to, Special Events, Therapeutic Programs, Senior Citizen Programs, Athletics, Youth Programs and Publicity (See Appendix A).
2. Proposal shall include a listing of current clients as a source of references.
3. Photographer to pay PARA a minimum of \$5 per photography package or other products and/or merchandise sold as a result of the photographer's contractual agreement with PARA. A financial statement will be required. Bidder agrees to open his/her books to PARA as necessary.
4. Proposal shall include examples of photos, products produced from photos, etc. as examples of photographers work.
5. Said agreement will require photographer to provide digital and/or glossy prints to be used for publicity and marketing for certain events and programs at no cost to PARA (See Appendix B).
6. Said agreement will be in affect for one year (12 months) with an option to renew for an additional twelve months with approval by both parties.
7. PARA will supply the photographer with names and addresses of program participants, sponsors, teams and coaches along with any applicable schedules. **PARA reserves the right of approving photo offerings and schedules.**
8. PARA will identify photographer as **Official Photographer** of PARA and will encourage coaches, sponsors, leaders, teachers, participants, etc. to use said **Official Photographer** for all PARA related activities. PARA will advise all coaches, sponsors, leaders, teachers, etc. that a portion of the photographer's receipts are paid to PARA for the right to be designated as PARA's **Official Photographer**.
9. **Official Photographer** will provide PARA coaches, sponsors, leaders, teachers, participants, etc. all collateral promoting photo packages and order form information. **Official Photographer** should allow for both mail in and online ordering.
10. PARA reserves the right to utilize photos taken by staff, volunteers or other photographers for publicity/marketing as necessary. PARA will provide photo credit for any photo taken by the **Official Photographer** that is used in PARA publicity/marketing.



Appendix A

Representation of types of activities/events for general photography services

This list is not all-inclusive

Athletics*

Youth Soccer
Youth Softball
The First Tee
Football
Cheerleading
Basketball

Breakfast with the Easter Bunny
In the Kitchen with Prudence
July Jubilee
West Alabama Christmas Parade
Breakfast with Santa

Youth Activities

Day Camps
Basketball Camp
Fishing Rodeo
Outdoor Adventure Camp
Special youth events
The First Tee Program

Therapeutic Recreation

Athletics
Dances
Special Olympics teams*

Senior Activities

Special Events
Breakfast and Bingo
Chili and Lights Tour
Grab Bag seminars

Special Events

* These are the primary areas for group and individual photography services; other areas have potential for photography services but are not team-oriented.

Appendix B

Representation of types of activities/events for publicity

This list is not all-inclusive

- All areas noted in Appendix A
- Christmas Parade entry winners
- Candid/action photos of athletics, outdoor adventures, therapeutic recreation, special events, and youth, adult and senior activities
- Candid photos of leisure classes in progress
- Candid photos of facilities in use (i.e. playgrounds, gyms, parks being used by individuals not in an organized PARA activity)
- Facility/location photos (parks, centers, etc)
- Ol' Colony promotional photos and tournament photos

** Publicity photos may be used in a variety communication and marketing strategies, including but not limited to, print, broadcast and web-based media/materials.