

Request for Proposal for School Photography

Oxford Preparatory School
6041 Landis Rd.
Oxford, NC 27565
(919)690-0360

Submission Due Date: Wednesday, March 4, 2020

Oxford Preparatory School invites proposals for student and school photography services for an initial three (3) year term for the 2020-21 through the 2022-23 school years with an option for extension of up to two (2) additional years. The Request for Proposal (RFP) will be released on or before February 19, 2020 and will be available upon request from the Oxford Preparatory School office or online at www.oxfordprep.org. Proposals may be delivered in person, by courier, email (swannerab@oxfordprep.org), or by USPS to the Oxford Preparatory School office located at 6041 Landis Rd. Oxford, NC 27565.

All proposals must be received by 4:00 PM EST. Oxford Preparatory School reserves the right to extend this deadline by providing a written addendum to the RFP.

Request for Proposal (RFP) Invitation

Oxford Preparatory School (herein referred to as “OPS”) is soliciting proposals from qualified vendors to provide school pictures and photography services relative to school based activities.

This RFP covers school pictures and photography services for all school levels – Lower School and Upper School. The objective of this RFP is to appoint one vendor to provide services to all locations within Oxford Preparatory School, vendors must submit responses that address all school levels.

OPS will accept proposals delivered in person, by courier, email (swannerab@oxfordprep.org), or by USPS to the Oxford Preparatory School office located at 6041 Landis Rd. Oxford, NC 27565. All proposals must be received by 4:00 PM EST, Wednesday, March 4, 2020 to be considered a responsive proposal. OPS reserves the right to allow a submitting vendor to cure any technical defects with its submission at OPS’s sole discretion. Responsive proposals shall provide that the terms of the proposal shall be valid for at least 120 days.

Copies of the RFP are available at the OPS office located at 6041 Landis Rd. Oxford, NC 27565, or online at www.oxfordprep.org The OPS office is open to the public Monday through Friday from 8:00 AM to 4:00 PM.

Each proposal shall include costs for school pictures, athletic pictures, and photography services. Proposal evaluations and subsequent contract award will be based upon the best perceived value to OPS.

Documents should be addressed to:

**Oxford Preparatory School
Attn: Andrew Swanner
6041 Landis Rd.
Oxford, NC 27565**

Any information provided in a proposal becomes available for public inspection and distribution as required under North Carolina law. In submitting a Responsive Proposal, the submitter represents and warrants that any costs incurred in preparing its proposal shall be borne by the submitter alone.

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This RFP is **not** a low-bid price competition. Instead, proposals will be evaluated in accordance with the submitter's responsiveness to the requirements set forth in the RFP, in OPS's sole discretion. Any contract awarded will be based upon the best perceived value to OPS.

All proposals will become the property of OPS at the time of submission.

Questions Regarding the RFP

Questions about the RFP, its content, proposal format or any other questions deemed necessary to submit a qualified proposal must be submitted in writing to:

Oxford Preparatory School
Attn: Andrew Swanner
6041 Landis Rd.
Oxford, NC 27565

or

By Email to:
swannerab@oxfordprep.org

Background Information

OPS is a public charter school that is expanding in 2020 – 2021 to serve approximately 750 students in K – 12th grade. School pictures, athletics pictures, and photography services related to school activities within the school are to be provided for students and staff.

Scope of Services

This RFP is for school pictures and photography services related to school activities within OPS. Pictures shall include the following minimum requirements. Vendors must be able to accommodate these minimum requirements:

Lower School:

- Individual portraits
- Class (group) portraits

Upper School:

- Prom portraits
- Underclass portraits
- Senior portraits (drapes, cap & gown, and informal)
- Athletic team portraits (Middle School, JV, and Varsity)
- Candid photographs on a selected day during the school year to cover superlatives, club photos, and other school activities provided by digital image for yearbook purposes
- Commencement photo packages for students in the May graduation ceremony.

Other Information:

Regarding Digital Images Provided to the District:

OPS requires digital images to be provided for the use of the Student Information System and development of the school yearbook.

Vendors may also offer additional photography services in their RFP submission, and may also be required to provide additional services as requested by the School Administration.

RFP Submission:

Vendors are requested to provide the following information in their submittal. This information except as noted, will be used in the evaluation of the proposals.

Quality of Work:

Sample photograph packages that are of the quality the vendor proposes to provide. This should include a variety of photographs for the school levels and be arranged and identified as to the school level.

Standard Picture Packages:

Vendors are to provide information on three (3) to five (5) of their standard picture packages for each school level. Packages must be clearly identified by school level, must indicate the size and quantity of pictures contained in the package and must indicate the current price of the package

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that will be offered for the 2019-2020 school year.

Commission and Support:

The School does not wish to receive any commission. Rather, we would expect the costs of photography packages will be competitively priced for parents and students.

References:

Vendors must provide a minimum of three (3) references that they have performed similar services for within the past five (5) years, or are currently performing services for. Reference information must include entity name, contact name, phone and fax number.

Supplemental Information:

Vendors may provide additional information regarding additional services provided by their firm. Supplemental information will not be used in the evaluation of the RFP responses, but may be useful for School Administration in determining other services that may be required.

Contract Terms and Conditions:

1. **General Terms and Conditions** – as listed in Appendix A are considered an integral part of this Request for Proposal.
2. **Term** – The initial term of the contract for services will be three (3) years and an option for extension of up to two (2) additional years, commencing with the opening of the 2020-2021 school year on July 1, 2020.
3. **Contract Documents** – The Contract Documents shall consist of the “Request for Proposal – School Photography,” any questions and written explanations or clarifications of the RFP provided, all documents submitted by the vendor in satisfying this request, and signed contractual agreements executed in a form approved by OPS.
4. **Termination for Performance** – The contract may be terminated at any time by OPS for unsatisfactory performance. In such case, OPS shall provide written notice to the vendor citing the unsatisfactory performance, giving the vendor ten (10) school days to improve its performance to the satisfaction of the OPS. In the event that the vendor’s performance does not improve to the satisfaction of OPS, the contract for services with the vendor may be immediately terminated.
5. **Termination Options** – In the event of a contractual termination, OPS reserves the right to employ another vendor to complete the term of this agreement. The original vendor shall be responsible for any extra expense or damages suffered by OPS. In that event, the vendor will be required to indemnify OPS for any loss that may be sustained.
6. **Evaluation of Proposals** – Proposals will be evaluated based upon the following factors:
 - Quality of photographic images, quality of photo paper and finishing
 - Price of the basic package
 - Overall range of prices and options of remaining packages
 - Demonstrated experience in providing school pictures as evidenced by corporate profiles, positive references, and prior experience with similar schools.
 - Ability to provide sufficient number of photographers to meet the photography schedules set forth by the School Administration.
 - Overall responsiveness to the terms and conditions set forth herein and in Appendix A and to satisfy the needs of OPS.

Additional Proposal Specifications

In addition to responsiveness to items outlined in the terms and conditions, OPS requests that proposals include the following information:

1. A general profile of the firm
2. Appendix C – RFP Quotation Form completed and signed for the base request
3. Names, addresses, phone numbers, and contacts in other independent schools (public charter and private), in particular those similar in size to OPS, for whom services have been delivered in the past five (5) years or are currently being delivered.
4. Statement regarding any past or pending litigation with a client
5. A copy of your firm’s privacy policy with respect to the protection of information, data and image security. (If none exists, a signed statement as to how you protect client information will suffice.)
6. Name, address, telephone number, fax number, and email address of the firm and the contact person for this proposal.
7. Any comments or exceptions to the requirements of this RFP. Note: If the vendor will not be meeting any requirement or responding to a request presented in the RFP, the vendor must provide a separate listing of each such item, providing page and section number, and may provide any comment it wishes to address same.

Appendices

The following are enclosed as appendices to this RFP:

Appendix A – General Terms and Conditions

Appendix B – RFP Quotation Form

Appendix A – General Terms and Conditions

1. The vendor will provide all take home notices announcing the portrait date, packages, prices, instructions, etc.
2. The Executive Director or authorized representative from the School, shall select the portrait date directly with the vendor.
3. The vendor will return, on a mutually agreed upon date, to take make up pictures for students absent on the regularly scheduled portrait day, as well as any necessary retakes as requested by parents for any reason at no charge.
4. Vendors must have the portraits returned to the schools no later than four (4) weeks after the initial portrait day at each school, and prior to any scheduled day for retakes of student portraits. This is a vital requirement of the bid.
5. Vendor will take athletic team and club group photos for yearbook purposes.
6. The Executive Director or designee will advise the Vendor annually regarding yearbook photo guidelines so they can be communicated to students and parents.
7. No commissions are to be included.
8. The basic package must automatically include a copyright print release allowing parents to reproduce photographs through other printing methods, at no additional charge.
9. OPS will assist in scheduling photo sittings and distribution of photographs. OPS will assume no responsibility for any loss of photographs or money. All collection and handling of monies will be handled directly by the vendor. This includes any collections for checks and insufficient funds.
10. Packets of pictures are to be sent home with the students on a prepaid basis. Those not wishing to prepay for a package will still be photographed so that pictures will be provided to the School at no charge and proof provided to the family for purchase. The successful vendor shall guarantee the satisfaction of all participants or refund all money received on deposit from the individual.

Appendix B – RFP Quotation Form

Vendor proposals must include this quotation form, completed for all years of the proposed contract, and signed and dated.

Vendor Name: _____

| | Year 1 2020-21 | Year 2 2021-22 | Year 3 2022-23 | Option Years | |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | | | Year 1 2023-24 | Year 2 2024-25 |
| <u>Underclassmen (Basic Package Options):</u> | | | | | |
| Option 1 | _____ | _____ | _____ | _____ | _____ |
| Option 2 | _____ | _____ | _____ | _____ | _____ |
| Option 3 | _____ | _____ | _____ | _____ | _____ |
| <u>Senior (Basic Package Options):</u> | | | | | |
| Option 1 | _____ | _____ | _____ | _____ | _____ |
| Option 2 | _____ | _____ | _____ | _____ | _____ |
| Option 3 | _____ | _____ | _____ | _____ | _____ |
| <u>Athletics (Basic Package Options):</u> | | | | | |
| Option 1 | _____ | _____ | _____ | _____ | _____ |
| Option 2 | _____ | _____ | _____ | _____ | _____ |
| Option 3 | _____ | _____ | _____ | _____ | _____ |

Signature / Title: _____

Date: _____

If there are more basic package options, please provide information on a separate sheet of paper for as applicable.

