

**Request for Proposal (RFP)**  
**Photography for Website Project**  
[www.lovemackenzie.com](http://www.lovemackenzie.com)

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**LOVE**

**MACKENZIE**

## 1. Background:

This Request for Proposal (RFP) is to solicit proposals from professional photographers to provide ongoing photography services to the Love Mackenzie project [www.lovemackenzie.com](http://www.lovemackenzie.com). The evaluation will be based on criteria listed herein, and we will select the photographer(s) who best represents the Love Northern BC philosophy, and who demonstrates the technical and stylistic standards for photography.

## 2. Project Purpose and Description:

The selected photographer(s) will be responsible for taking a minimum of 30 photos for each participating business. Love Mackenzie is an established website [www.lovemackenzie.com](http://www.lovemackenzie.com) and the contract is to provide ongoing photography services to the Love Mackenzie project in Mackenzie and the surrounding community. A minimum of three of these photos must be headshots of the business owner(s). Other photos must be images of the business exterior/interior, its products and services, and its employees.

The selected photographer(s) will:

1. Sign an agreement with Northern Development Initiative Trust agreeing to the terms of engagement.
2. Arrange the details of each photo shoot with the business owner, including times and locations.
3. Work within the style, technical and artistic parameters provided by the Love Northern BC program.
4. Deliver (upload) the photos (minimum of 30 per participating business) in high resolution to Love Northern BC website.
5. Complete and deliver all work within the agreed upon time frame.

All copyright and ownership of the images will belong in perpetuity to Northern Development Initiative Trust, and may be used by Northern Development in any medium, at any time without further compensation to the photographer. The photographs will be provided to the business owners to use in their marketing efforts without restriction. The photographer may retain permission to use the photographs as a part of their portfolio and to market their own work, but the images must not be re-sold.

Photographers are expected to carry liability insurance, and Northern Development Initiative Trust assumes no responsibility or liability for any injury or damage that may occur to you, your property or the business you are photographing during your work on this project.

Selected photographers will also be provided with a business profile page on the Love Northern BC website at no charge.

Since some participating businesses may be located outside of city limits, Northern Development Initiative Trust will compensate the photographer mileage for any travel required beyond 15 km from the community.

It is also possible that we will be interested in purchasing scenic stock photographs of the local area. Please provide your stock photo range of pricing with your proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organizations being contracted. All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the selected photographer(s) for this RFP.

In keeping with the "shop local" philosophy that is integral to Love Northern BC, it is our intent to choose a local photographer(s) for each community in which we plan to launch a website unless a suitable local photographer cannot be found.

### 3. Proposal Guidelines:

The photographer will provide the following in this proposal:

- Name of business and photographer
- Contact information
- Website and social media links
- Cover letter detailing qualifications
- Years of experience
- Portfolio photographs
- Rate bid per participating business (Including GST)

The photographer will have the following qualifications:

- Proof of work as a photographer in a professional context
- A professional presence online and/or business location
- Excellent interpersonal and communication skills as indicated by professional references or testimonials
- A good reputation and knowledge of the local business community
- Demonstrated excellence in photography style, technique and composition

### 4. Request for Proposal and Project Timeline:

Proposals may be submitted electronically to Katherine Benny electronically ([katherine@northerndevelopment.bc.ca](mailto:katherine@northerndevelopment.bc.ca))

We reserve the right to hire more than one photographer per town for these projects. We reserve the right to not award this contract.

For enquiries contact:

**Katherine Benny,**  
**Communications Officer (Love Northern BC)**  
**Northern Development Initiative Trust**  
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