

RFP for Holiday Photography/ Videography

Downtown Fredericton Inc. (DFI) is seeking proposals from qualified photographers/videographers to capture the essence and energy of our downtown area during the Christmas holiday season. The purpose of this project is to provide DFI with high-quality photo and video content that promotes local businesses and events while showcasing downtown Fredericton as a holiday destination.

Project Objectives

The selected vendor will provide photo and video coverage that DFI can use across digital and print platforms to promote downtown Fredericton during the holiday season. Key objectives include:

- Capturing the vibrant and festive atmosphere of the downtown core during the Christmas season.
- Showcasing shop local initiatives and member business activations.
- Highlighting the Downtown Spectacular event series (Nov. 29 & Dec. 5).
- Providing visual content that can be used to promote ongoing holiday-themed activities, including decorated storefronts, tree displays, street lighting, and public spaces.

About DFI

Downtown Fredericton Inc. (DFI) is a non-profit Business Improvement Area (BIA) organization committed to the growth and development of Fredericton's central business district. Established in 1982, DFI represents, promotes, and supports businesses and organizations owning or renting space zoned as non-residential within the BIA boundaries of downtown Fredericton.

Scope of Work

The successful consultant will be required to perform the following project components:

Holiday Event Coverage:

- Downtown Spectacular (Night 1 - Family Fun, Nov. 29): Capture imagery from family-focused events, including the Mayor's and NB Legislature tree lightings, public attractions (fire pits, music, Christmas tree lot), and family activities.
- Downtown Spectacular (Night 2 - Sip, Shop & Be Merry, Dec. 5): Capture the adult-focused evening featuring live music, shopping, and festive nightlife.

Shop Local and Other Holiday Content:

- Capture footage of downtown Fredericton’s holiday installations such as decorated/painted windows, tree displays, festive street lighting, and other activations organized by DFI.

Deliverables:

- A combination of high-resolution photos and video footage (including short clips for social media).
- Edited photo and video content provided in both full-resolution and web-ready formats.

Proposal Requirements

Proposals should include the following information:

- **Company Information:** Brief background on the individual or firm, including relevant experience with similar projects.
- **Approach and Methodology:** Detailed explanation of how the vendor will approach the project, including relevant schedules and/ or timelines, and proposed equipment to be used for day and nighttime footage.
- **Project Team:** Names and roles of key personnel who will work on the project, including their relevant experience.
- **Detailed Budget:** A cost breakdown aligned with the project’s subcomponent costs.
- **Portfolio:** showcasing past relevant work.
- **References:** At least three references from similar projects undertaken in the last five years.

As well as any other relevant information that may support the proposal.

Proposal Submission

Please submit proposals by email to adam@downtownfredericton.ca no later than **November 12th, 2024**.

Budget

The total project budget shall not exceed \$5,000 (CAD).

Timeline

- **RFP Issued:** October 24th, 2024
- **Deadline for Questions:** November 1st, 2024

- **Proposal Submission Deadline:** November 8th, 2024
- **Evaluation and Selection Period:** November 12th to November 15th, 2024
- **Contract Awarded:** November 15th, 2024
- **Project Completion:** December 13th, 2024

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in photography/ videography
- Understanding of the project and DFI's needs
- Quality and creativity of the proposed approach
- Capacity to meet the project timeline
- Cost-effectiveness of the proposal

Terms and Conditions

DFI reserves the right to:

- Accept or reject any or all proposals
- Request clarification or further information
- Negotiate with the selected consultant