



# **REQUEST FOR PROPOSAL |**

## **DIGITAL VIDEO AND PHOTOGRAPHY SERVICES**

**Request for Proposal No.:** 2019-01

**Issued:** June 5, 2019

**Submission Deadline:** June 20, 2019 | 17:00 MT

**Electronic Submission:** [sarah@outcrop.com](mailto:sarah@outcrop.com)

**Mail / In Person Submission:**

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Yellowknife, NT

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# PROJECT SCOPE

## OVERVIEW

This Request For Proposal (RFP) by Outcrop Communications Ltd. is seeking digital video and photography services for our client: Northwest Territories Tourism (NWTT). The below deliverables will focus on the capturing of visual assets of the Northwest Territory's Sahtu Region.

The selected vendor will be required to travel to multiple communities in the Sahtu region, potentially more than once. The vendor will work with the Manager, Tourism and Parks of the Sahtu Region for community coordination and liaison needs.

For the purposes of this procurement process, the "Outcrop Contact" shall be:

Sarah Frey

Account Manager / Social Media Specialist

Outcrop Communications

[sarah@outcrop.com](mailto:sarah@outcrop.com) | 867-766-67-- ext. 307

## BACKGROUND

As per the Northwest Territories Tourism (NWTT) marketing plan, each year a Northwest Territories region is selected in which to invest in the collection of visual assets of the respective region. The ongoing regional rotation schedule allows for NWTT to strategically invest in high-quality, dynamic visual assets, and maintain an inventory of relevant regional visual assets.

The 2019/2020 NWTT marketing plan identified the annual regional photoshoot to be the Sahtu Region, which may include the respective communities of: Norman Wells, Tulita, Délı̄ne, Fort Good Hope, and Colville Lake.

Visual assets delivered from this contract will be used in NWTT marketing efforts, for both a domestic and international audience. Digital video and photography may appear on SpectacularNWT.com, NWTT's social media channels, or commercial advertising in a digital, print, television, and other outlets.

In all NWTT marketing initiatives, high-quality digital video and photography is a key objective in order to best articulate the striking beauty of the Northwest Territories.

This contract is developed in partnership with NWTT and the Manager, Tourism and Parks of the Sahtu Region, and administered by the NWTT's Agency of Record: Outcrop Communications. RFP deliverables have been established from input from the Sahtu Region's Regional Marketing Plan Priorities, and the NWTT's 2019/2020 Marketing Objectives.

## SCOPE OF DELIVERABLES

The following is a proposed list of deliverables sought in this RFP. Deliverables are listed in order of priority, with the expectation that not every item will be able to be captured. RFP respondents will be expected to submit a proposal for how they may strategically capture the greatest number of assets within the allocated budget.

The successful proponent will be responsible for providing print-ready images (including editing and retouching) in addition to coordination, shooting and editing video content that supports the overarching marketing strategy of NWTT.

### **Canol Trail**

- Digital video B-roll (25 clips B-roll)
- Digital video to capture: landscapes, artefacts, action: people interacting with the trail
- Drone or aerial footage is not required but is encouraged.
- Photography (50 shots minimum)
- Varied landscape shots
- Landscape with artefacts in foreground
- Actions shots of models interacting with the trail: setting out for the trek, setting up camp, investigating artefacts, hikers taking photos, enjoying a meal in new ITI cabins, reaching Carcajou Falls and celebrating.
- Candid, or highly emotive model shots (reactive to the beauty, thrill, challenge of the land)

### **Indigenous Cultural Expression - Summer**

- Digital Video (25 clips B-roll )
- Photography (40 shots minimum)
- Photography to capture: drumming, hand games, gatherings, food preparation
- Suggested opportunity for assets: Délıne - Spiritual Gathering (early Aug)
- Suggested opportunity for assets: Fort Good Hope - Rampart Rendezvous (end of July)

### **Indigenous Cultural Expression - Winter**

- Digital Video (25 clips B-roll)
- Photography (40 shots minimum)
- Photography to capture: people on the land, people in front of snow covered mountains (Bear Rock suggested), close ups of arts and crafts, buying arts and crafts, community members making arts and crafts, ice roads, snowmobiling, cross country skiing
- Suggested opportunity for assets: Community of Colville Lake on their annual on the land hunt from November – February

### **Norman Wells**

- Photography (40 shots minimum)
- Photography: People exploring the community and businesses, people visiting the Sahtu Aviation Museum, people viewing log bridges, people exploring fossils and local items of historical merit, people setting up camp, people enjoying a meal at a local restaurant, people window shopping, people exploring the visitor's centre.
- Emotion: curiosity, serenity, enjoyment, happy

### **Mackenzie River**

- Digital Video (25 clips B-roll )
- Photography (40 shots minimum)
- Photography to capture: hiking, boating, quading, skidooing, hunting, fishing, northern lights viewing, wildlife viewing
- high emotion (triumph, joy, serenity, excitement).
- Mix of close up shots and distance shots with landscapes.

### **Accomodations**

- Photography (10 shots per location)
- Grey Goose Lodge (Délıne), Canoe North Adventures Lodge, Heritage Hotel, Ventures Dining Room & Canol Lounge (Norman Wells), Two Rivers Hotel (Tulita), B&Bs (Fort Good Hope), Colville Lake Lodge (Colville Lake)

## CREATIVE DIRECTION

The successful proponent will work with the Outcrop Creative Director, and wider Outcrop creative team, to ensure the proposed shot list is compliant with the NWTT's visual identity standards. All video and photography must be high-quality, use vibrant colours, and demonstrate the scale and beauty of the Northwest Territories. In these assets, it is sought to demonstrate a region that is alive, dynamic, and highly engaging.

### **Landscape**

Landscape Visuals must be dramatic, and capture the awe-inspiring characteristics of the region. Landscape albums should be diverse, and capture the mountains, rivers, and canyons of the area. Capturing wildlife whenever possible is an asset.

### **Lodges**

Any accommodations captured must provide information about the aesthetic, and amenities of the business or room. All accommodation photos must be free from personal belongings, and in a state of cleanliness that a guest would expect. When possible, assets where the accommodation is activated with models is encouraged.

### **Model Use**

It is sought to demonstrate that this region is vibrant, and visitors have the opportunity to interact and experience the transformative change it brings. Model use should demonstrate a highly engaged and active visitor. Whenever possible, candid, and highly emotive expressions from models are sought. Photography must feel as authentic as possible, and avoid static model "poses". Seeking to capture emotion that expresses: joy, excitement, serenity, wonder. It is suggested that models use multiple pieces of attire in order to vary the assets, and be adults over the age of 30.

The successful vendor will be required to demonstrate community benefit and representation within their proposed strategy.

## BUDGET

The budget shall not exceed \$35,000 CAD and is exclusive of taxes. This budget includes: planning, scheduling, shooting/filming, post-production editing, delivery, travel, accommodation, food, model fees, makeup, lighting, equipment, setup, crew, and any other associated expenses outlined in the vendor's plan.

It is up to the proponent to suggest a work plan to meet the deliverables that will work within this budget.

## TIMELINE

The schedule for this RFP is as follows:

Issue Date of RFP: June 5, 2019

Deadline for Questions: June 14, 2019 | 17:00 MT

Deadline for Answers to Questions: June 18, 2019

Submission Deadline: June 20, 2019 | 17:00 MT

Interviews & Submission Review: June 24 - 28, 2019

RFP Award Notification Date: July 2, 2019

Anticipated Date for Entering into Contract: July 5, 2019

Finalized Plan by Vendor: July 12, 2019

The tentative deliverable deadlines for this RFP is as follows:

Canol Trail / Normal Wells Visitor / Indigenous Cultural Expression (Summer) / Paddling:  
September 27, 2019

Indigenous Cultural Expression (Winter): March 31, 2019

The contract in place under this RFP will expire on March 31, 2019. All materials to be completed and surrendered to Outcrop Communications Ltd. by March 31, 2019. All materials under this agreement will bear the sole copyright property of Northwest Territories Tourism.

# PROPOSAL SUBMISSION

Proposals must be submitted to:  
Outcrop Communications  
Suite 203, 5109 48th Street  
Yellowknife, NT  
X1A 1N5

Or via Email: [sarah@outcrop.com](mailto:sarah@outcrop.com)

Proposals Must Be Submitted on Time by June 20, 2019 | 17:00 MT

## BID REQUIREMENTS

Please submit your response by addressing the following items. Please note, we are seeking brevity and clarity in this process. It is not the intention to make the response to this an onerous process. Please ensure your submission makes it clear who is doing the work and your proposed methodology for addressing the shots required, and indicates any exceptions to the shot list.

1) Cover Page: The cover page shall provide the name, physical address, email address, and telephone number of the person(s) available for contact regarding the Proposal.

2) Introduction: Include any brief introductory remarks, as deemed appropriate. Outline your background, experience, unique capabilities and related experience.

3) Methodology: Outline your proposed methodology and work plan to execute the shoots as required. This must include a detailed work plan indicating the timing of the shoots, proposed locations, the timing of the key deliverables included in each phase, the costs associated with each phase and the timing of all deliverables including the date of the final submissions to Outcrop. Emphasis should be on clarity, brevity and completeness of the response. Identify any and all other resources that will be utilized in completing project tasks.

4) Service Team: Please provide an overview of who will be working on this project. Indicate their role, biography, and an example of their work. We understand that in order to deliver the work required, there may be photographers and videographers working together. If this is the case, please indicate who will be the main contact with Outcrop, and if you have worked



together as a team before. Preference will be given to members of the NWT Professional Media Association first, and NWT based businesses/photographers.

5) Background and Experience: Please tell us why you're the best suited for this work. This can best be outlined by providing a portfolio of 2 similar shoots, with a particular emphasis on tourism related photo shoots. Identify the work performed and the details of the shoot, outcomes and contact of a reference.

6) Budget: The budget for this job is \$35,000 and must include all fees and expenses. Please provide a breakdown of the fees versus estimated expenses. Indicate how you will ensure the project stays within budget and how you will address any overages (*Note: This RFP's budget is final, so any overages accrued will be the responsibility of the vendor*).

## EVALUATION OF RANKING

All responses will be scored out of 200 points

ELEMENT	RANKING
Proposed Methodology and Work Plan:	100 points
Proposed Team: 30 points	30 points
Background and Experience	30 points
Value for Budget	40 points

## TERMS & CONDITIONS

All photos and videos must be licensed to NWTT for use in perpetuity by NWT Tourism and their partners for the purpose of promoting tourism in the NWT.

Proposed models must be approved by Outcrop and photo releases must be collected by the proponent and provided with the final files.

All respondents are independent contractors to Outcrop, and responsible for ensuring they have all required licenses and insurances.

All assets must be geo-tagged, and basic keywords applied. Upon delivery, assets should be filed by geo-tags and keywords.

### **General Terms and Conditions**

All of the provisions of this RFP are deemed to be accepted by each proponent and incorporated into each proponent's proposal.

Proponents should structure their proposals in accordance with the instructions in this RFP. Information must be provided in the format requested. Outcrop will not consider any supplementary information or documents that proponents have not been requested to submit.

All proposals are to be in English only.

Outcrop Communications and NWT Tourism make no representation, warranty or guarantee as to the accuracy of the information contained in this RFP or issued by way of addenda, with the exception of budget. Any data contained in this RFP or provided by way of addenda are estimates only and are for the sole purpose of indicating to proponents the general scale and scope of the Deliverables. It is the proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this RFP.

The proponent shall bear all costs associated with or incurred in the preparation and submission of its proposal.

Except as otherwise provided in this RFP, Outcrop is under no obligation to return the proposal or any accompanying documentation submitted by a proponent.

Outcrop makes no guarantee of the value or volume of work to be assigned to the successful proponent. The Contract may not be an exclusive contract for the provision of the described Deliverables.

Proponents shall promptly examine all of the documents comprising this RFP, and (a) shall report any errors, omissions or ambiguities; and (b) may direct questions or seek additional information to the Outcrop contact ([sarah@outcrop.com](mailto:sarah@outcrop.com)) on or before the Deadline for Questions. All communications must be made in writing by email. No such communications are to be directed to anyone other than the Outcrop Contact, and Outcrop shall not be responsible for any information provided by or obtained from any source other than the Contact. All questions asked by June 14, 2019 will have answers shared and responses answered by June 18, 2019.

Outcrop is under no obligation to provide additional information, but may do so in its sole and absolute discretion. It is the responsibility of the proponent to seek clarification from the Outcrop Contact on any matter it considers to be unclear.

When evaluating proposals, Outcrop may request further information from the proponent or third parties in order to verify, clarify or supplement the information provided in the proponent's proposal.

Notice of selection by Outcrop to the selected proponent shall be in writing. The selected proponent shall enter into a Contract with Outcrop to deliver the services.

If a selected proponent fails to enter into the Contract or satisfy any other applicable conditions, after the notice of selection, Outcrop may, in its sole and absolute discretion and without incurring any liability, withdraw the selection of that proponent and either proceed with the selection of another proponent or cancel the RFP process.

Once the Contract is entered into by Outcrop and a proponent, the other proponents may be notified directly in writing. After this is done, the outcome of the procurement process will be made public posting in the same manner that this RFP was originally posted of the outcome of the procurement process. No information about the winning proposal shall be shared.

Debriefing Proponents may request a debriefing after receipt of a notification of the outcome of the procurement process. All requests must be in writing to the Outcrop Contact and must be made within thirty (30) days of such notification. The intent of the debriefing information session is to aid the proponent in presenting a better proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process or its outcome.

All information provided by or obtained from Outcrop in any form in connection with this RFP either before or after the issuance of this RFP (a) is the sole property of Outcrop and will be treated as confidential; (b) will not be used for any purpose other than replying to this RFP and the performance of the Contract; (c) must not be disclosed without prior written authorization; and (d) shall be returned by the proponents to Outcrop immediately upon the request of Outcrop.

Outcrop reserves the right to (a) make public the names of any or all proponents; (b) request written clarification or the submission of supplementary written information in relation to the clarification request from any proponent and incorporate a proponent's response to that request for clarification into the proponent's proposal; (c) assess a proponent's proposal on the basis of the information provided in the RFP response; (d) disqualify any proponent whose proposal contains misrepresentations or any other inaccurate or misleading information; (e) make changes, including substantial changes, to this RFP provided that those changes are issued by way of addenda in the manner set out in this RFP; (f) select a proponent other than the proponent whose proposal reflects the lowest cost; (g) reject any proposal that contains a plan or pricing which appears to be unbalanced or unreasonable; (h) cancel this RFP process at any stage; (i) cancel this RFP process at any stage and issue a new RFP for deliverables the same as or similar to the Deliverables; (j) accept any proposal in whole or in part; or (k) reject any or all proposals; and these reserved rights are in addition to any other express rights or any other rights that may be implied in the circumstances.

By submitting a proposal, each proponent agrees that a) neither Outcrop nor any of its employees, officers, agents, advisors or representatives will be liable, under any circumstances, for any claim arising out of this RFP process including but not limited to costs of preparation of the proposal, loss of profits, loss of opportunity or for any other claim; and b) the proponent waives any right to or claim for any compensation of any kind whatsoever, including claims for costs of preparation of the proposal, loss of profits or loss of opportunity by reason of Outcrop's decision not to accept the proposal submitted by the proponent, to enter into a contract with any other proponent or to cancel this RFP process, and the proponent shall be deemed to have agreed to waive such right or claim.