



Request for Proposals for Photography & Video Content Services

Introduction:

The [West Michigan Hispanic Chamber of Commerce](#) (WMHCC) is seeking proposals from qualified photographers to provide photography services for the many events and programs that uplift the WMHCC mission. The West Michigan Hispanic Chamber of Commerce is dedicated to working with all members of the community members to increase the economic advancement of Hispanic-owned businesses and to assist the professional growth of Hispanics in West Michigan. To this end, we look to uplift upcoming Hispanic/Latino photographers through collaboration and exposure to our networks. In this proposal we are open to receiving proposals from new and student photographers for a part-time contract for a limited scope of work (monthly networking sessions). In the partnership, we look to partner with the photographer on a 1-year contract renewable for up to 3 years. Photographers may also stay on our contact list for larger events that require multiple photographers for years to come.

Project Overview:

The selected photographer will be responsible for capturing a variety of content that demonstrates the connections we help build through our business education, networking opportunities, signature events, and talent programs. Additionally, the photographer will be asked to capture headshots and group shots of staff, program participants, and business owners. Photographers should also capture short video content for social media marketing such as reels.

Scope of Work:

1. Monthly
 - a. Monthly Conecta Membership meetings approximately 1-2hrs (10/year)
 - b. Talleres Empresariales business workshops 1-2hrs (10/year)
 - c. Talent Programs
 - i. LEADeres program sessions (1-2hrs) (October-March)
 - ii. Futuro Leaders program sessions
 1. Orientation (3hrs) + Headshots
 2. Additional sessions (5hrs total, dates vary)
2. Signature Events



- a. Gala, May (5hrs)
 - b. Latino Economic Outlook, January (2hrs)
 - c. LatinXcellence, March (3hrs)
 - d. Alumni Social, June, (3hrs)
 - e. Latino Health 5K, August, (4hrs)
 - f. Talent Summit, Fall, Full-day
 - g. End of the Year Breakfast, December (2hrs)
3. Headshots for program participants
 - a. 3 times in the fall, 1 time in the spring
 4. Quarterly
 - a. Evening Networking Event (2hrs)

The WMHCC may add additional events or trainings and would seek a locked-in hourly rate for additional events.

Proposal Requirements:

- Company background
 - Company name _____
 - Owner name _____
 - Years of experience _____
 - Hispanic/Latino-owed Y/N
 - Are your minority-owned Y/N
 - Are you a member of the WMHCC Y/N
 - Is your business registered with the State of Michigan Y/N
 - Is your business federally registered? Y/A
- Portfolio
 - Links to examples of events and headshot photography
- Pricing
 - Pricing should be all-inclusive of travel requirements and photography services.

Evaluation Criteria:

1. Experience
2. Quality of work
3. Pricing for the scope of work described in the proposal. Pricing should be all inclusive of event photography, editing, and travel.



4. Portfolio demonstrating event photography and professional headshot
 - a. Optional secondary portfolio of unedited photo of 10 event and 10 headshots
5. Preference will be given to Minority-owned businesses and WMHCC members
6. Portfolio demonstrating event photography and professional headshot (10
 - a. Portfolio should include 10 edited and 10 unedited photos of each events and headshots.

Submission Guidelines:

Deadline: Sunday, November 24, 2024

Format: PDF submitted to Kaylee@westmihcc.org with the subject line 2025 WMHCC Photography Proposal

Contact: Kaylee Moreno Burke, Integrator + Director of Programs & Strategy at Kaylee@westmihcc.org

Timeline:

RFP Release: Friday, November 8, 2024

Proposal Deadline: Sunday, November 24, 2024

Selection Date: Friday, December 6, 2024

Project Start: January 2025

Terms and Conditions:

The WMHCC will retain all rights to photography and the ability to use content for marketing purposes in print and digital formats. The WMHCC also retain all royalty rights. The WMHCC will receive 5-10 edited images within 24 hours of an event and a full gallery within 1 week of the event. If unable to commit to event dates in less than 2 weeks prior to an event, photography will be responsible for securing a backup photographer to capture within the same quality and scope of the work upon the WMHCC quality approval. The WMHCC will maintain payment and contract with the WMHCC photographer, and it will be the photographer's responsibility to compensate any additional subcontractors hired to fulfill the contract.



2025 WMHCC Photography RFP Cover Page

Company Background

Company name: _____

Owner name: _____

Years of experience: _____

Please share more about you, your style, and your company (500 words or less):

Are you Hispanic/Latino-owned: Yes No

Are your minority-owned: Yes No

Are you a member of the WMHCC: Yes No

Is your business registered with the State of Michigan: Yes No Unsure

Is your business federally registered? Yes No Unsure