

# VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

*Be an original.*

## REQUEST FOR PROPOSAL (RFP) PHOTOGRAPHY AND VIDEOGRAPHY SERVICES

### Photo & Video RFP:

Rowan County Tourism has issued a Request for Proposal to enter into an agreement for 12 months with a qualified creative and paid media agency to provide photography and videography services monthly. Rowan County Tourism is accepting proposals from professional visual storytellers capable of providing high quality photography and videos that inspire people to travel to Rowan County and to reinforce Rowan County as a tourism destination. Proposals are due no later than 4 p.m. EST on Friday, August 27, 2021.

About Rowan County Tourism: <https://www.youtube.com/watch?v=11bivnbVMlg&t=44s>

### Photo and video guidelines:

Every day, Rowan County captivates visitors and residents with unexpected original experiences. Rowan County Tourism strives to share the original experiences through storytelling in effort to entice visitors to visit. Evocative imagery, compelling stories and vibrant colors are just a few elements that help us achieve this goal and create a unified brand identity.

### Other important requirements:

**Diversity:** Represent ethnic, gender, and age diversity to reflect our population and audience. Rowan County Tourism also targets multiple audience segments in marketing and storytelling:

- **Families** represent the largest volume of our visitors. They are GenX and older Millennials.
- **Experience seekers**, GenX, Millennials and Boomers, are collecting and sharing local culinary, cultural, outdoor, and lasting family memories.
- **History enthusiasts** are pursuing historic experiences, landmarks, and memories. Majority are retirement age.
- **Business travelers** represent overnight weekday visitors in career areas ranging from corporate business to construction.

**Shot variety:** Collect wide and close shots. Wide shots should show the beauty and expansiveness of Rowan County while close-up shots create an intimacy and warmth with the subject. Aerials, done by drone should capture the majesty and dimension.

**Photo and video style:** Photography should capture excitement, optimism, energy, warm emotion, and Rowan County's naturally diverse beauty. Natural light and sunshine, a candid feel, and natural detail create a compelling story of what Rowan County has to offer.

**Weather:** Weather should always be ideal for being outside.

**Clothing and Props:** All clothing and props should be free of brand advertisement, no logos, slogans, etc., should be legible. All clothing should be free of heavy prints and not distracting. All clothing should be appropriate for the season depicted, fall, winter, summer, or spring. When kayaking, jet skiing and paddle boarding, PFDs (Personal Flotation Devices) must be worn. Alcohol: participants must be 21 or older and tastefully presented.

**Photo Releases:** A release should be signed by all participants. This gives Rowan County Tourism greater leeway with the creative and is an advantage for the photographer. Usage rights: Rowan County Tourism will have full usage rights for all photography and video that it acquires.

#### **Desired Characteristics of a Photography/Videography Partner:**

The following characteristics are desired in a photography/videography partner. This list is not intended to be exhaustive but should be considered a guide.

1. The capacity to begin work as soon as possible and execute a successful photography and videography shoots monthly September 2021- August 2022.
2. The capacity to arrange talent based on shoot requirements.
3. The ability to think strategically and to employ that strategic insight across all executions consistently and efficiently.
4. Assignment of a single point of contact that will collaborate regularly and directly with Rowan County Tourism staff member.
5. Production of timely schedules, editing and deliverables.
6. Production of accurate and timely invoices for the execution of services.

#### **Qualifications of the Firm:**

Please include the following as components of your proposal:

1. The size of your agency.
2. How long your agency has been in business.
3. A list of current clients.
4. Any relevant experience your agency has had with similar types of project or clients served.
5. A summary of your agency's qualifications
6. References for your firm, including names and contact information (e-mail address and telephone).

#### **Additional Questions**

Requests for additional information should be directed by e-mail to Tara Furr, Chief Marketing and Communications Officers of Rowan County Tourism at [tara@visitsalisburync.com](mailto:tara@visitsalisburync.com).