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2010 Great Western Alpaca Show (GWAS)
REQUEST FOR PROPOSAL (RFP)
PHOTOGRAPHER FOR SHOW & EVENTS

GENERAL GOAL:

Alpaca Breeders of the Rockies is requesting proposals from photographers interested in providing their services for the Great Western Alpaca Show to be held April 30-May 2, 2010, held at the National Western Complex, Denver, CO.

OBJECTIVE:

Produce images onsite and provide breeder attendees a brief selection of images to be reproduced on either or both a CD and/or print(s) of their alpaca at competitive pricing.

TARGET AUDIENCE:

The audience is composed of alpaca breeders who bring their alpacas to the event for judging. Historically (this is the 8th annual event) there have been between 1,300 – 1,500 alpacas and ribbons may be awarded up to six places in addition to two levels of championship determined upon class size (approx. 87 classes). Generally it is those breeders who place in the event who may wish to have photographs taken for their unlimited use in future farm promotion. It is not a requirement however. The contract from the selected photographer must contain language releasing all copyright ownership to the breeder at NO additional fee. Each breeder is responsible for payment for the photographer's services.

As part of the selection process, photographer's responding to this RFP are asked to provide evidence of prior experience in photographing livestock with the owner/handler in a similar setting. References from prior events are encouraged.

PROJECT REQUIREMENTS:

- Availability during the show hours from April 30-May 2, 2010.
- Provide a professional, neutral color backdrop.
- Other props (at the photographer's discretion but not required) which may enhance the image, i.e., artificial potted trees, flowers, etc.
- Provide adequate staff to assure prompt service and deliverability of photos and/or compatible CD to attendees prior to end of show.



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- Provide all photos per farm on one CD disk in JPG format unless the number exceeds the capacity of the disk.
- Label each disk with show name, date and farm/ranch name, i.e.: GWAS 2010, John Doe Alpaca Ranch.
- Insert digital GWAS banner logo (provided by ABR) in each image in appropriate location, i.e., in space not blocked by alpaca or breeder/handler.
- Availability for taking candid shots during events of GWAS 2010 – for ex:
 - Fleece show
 - Silent auction
 - Saturday night dinner
 - Public Entrance
 - Fiber Arts Gallery
 - Photography contest
- Provide one copy of all images of GWAS Attendees to ABR Board Representative at the close of event on May 2, 2010.
- One (1) or more CD's with all candid images captured during the event. All images are to be designated copyright free.

RESOURCES PROVIDED BY ABR:

- 20' x 20' Space with adequate waiting area for customers with 4 tables & 4 chairs
- Digital GWAS banner logo to insert in photos
- Electricity

REQUEST FOR VENDOR SUGGESTION/CREATIVITY:

The GWAS Photographer selecting committee is open to ideas and suggestions presented in proposals.

CRITERIA FOR EVALUATING PROPOSALS:

- Project requirements met
- Recommended backdrop presentation
- References with like attendees
- Types & Delivery of product(s), i.e., variable print sizes, CD, etc.



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- Pricing:
 - Include fees by product/package
 - Turn-around time
 - On-site capabilities
- Fees required by photographer to GWAS for all candid images.
- Evidence of Current Liability Insurance

DEADLINE FOR PROPOSAL TO BE RECEIVED:

Postmarked no later than March 10, 2010.

PROPOSALS TO BE SENT TO:

Linda Kondris, Chairperson,
GWAS Photographer RFP Committee
12245 Melba Rd
Black Forest, CO 80106
pinesedgeranch@gmail.com