



## **CORTLAND COUNTY CONVENTION & VISITORS BUREAU**

### **Request for Proposal (RFP)**

#### **Photography + Videography Production Services**

#### **Purpose**

The Cortland County Convention & Visitors Bureau ("CVB" or "Agency") is issuing a Request for Proposal ("RFP") for a qualified agency or individual ("Contractor") to provide original photography and videography services for sporting events, recreational activities and facilities within Cortland County. The resulting content will be used by the Agency to advocate for and actively impact the youth, amateur and recreational sporting market in Cortland County, and its communities.

#### **Project Narrative**

The CVB seeks to create a sports marketing campaign that will harness the power of sports tourism in Cortland County now and in the future. The campaign, *Experience Cortland Sports*, will focus on positioning Cortland County as the premier youth, amateur and recreational sports tourism destination. The resulting assets obtained through this RFP will be utilized in an integrated media approach—web, social, print, etc.—to promote active lifestyles and enhance economic vitality by attracting, creating and hosting quality sporting events in the Cortland County area. The purpose is to bring more inbound sports travel dollars to our community, enhance the quality of life and brand Cortland County as a great sports destination. This aspect of the project will begin Fall 2023 and conclude by Fall 2024.

#### **Confidentiality**

All information included in this RFP is confidential and only for the recipient's knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party.

#### **Contact Information**

For questions related to this RFP, please contact [michelle@experiencecortland.com](mailto:michelle@experiencecortland.com).

#### **Deadline for Responses**

5 p.m., Monday, July 31st, 2023

To All Prospective Responders:

## **The Cortland County Convention & Visitors Bureau**

The Cortland County Convention & Visitors Bureau is the official tourism promotion agency of Cortland County. Our mission is to bring regional, national and international business and leisure visitors to Cortland County for the economic benefit of the County, the community, and our tourism partners.

[www.experiencecortland.com](http://www.experiencecortland.com)

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### **About this Request**

As an emerging and more central economic sector in Cortland County, sports tourism is making an increasingly robust contribution to the local economy. The strength of the Cortland Regional Sports Council, SUNY Cortland's leadership as a top sports and recreation college, an abundance of year-round man-made and natural venues, combined with an increase in niche sporting options have helped to position Cortland County more aggressively in the sports tourism marketplace - especially given its central location in New York State. Additionally, all signs point to the sector's expansion, particularly with the continued investment into projects like the Gutches Lumber Sports Complex, Greek Peak Mountain Resort, and multi-day events like the Empire State Senior Games.

Recognizing this opportunity and the assets Cortland County has in place, the CVB looks to advocate for and actively impact the youth, amateur, and recreational sporting market in Cortland County, and its communities, through developing a targeted sports marketing campaign under the *Experience Cortland* umbrella.

The primary focus for this RFP is to collect photography and videography assets of facilities, events and recreational opportunities in Cortland County, as well as obtain anecdotal assets from local, regional and state partners to identify what they believe makes Cortland County an outstanding youth, amateur and recreational sports destination. The qualified Contractor will provide a full range of photography and videography production services, including, but not limited to, pre-production/concept development, storyboard creation, production and video editing/post-production. Along with capturing video and photography B-roll, the Contractor will produce three (3) long-form videos combining B-roll footage and anecdotal assets to be promoted to the following audiences –

- Visitors: Showcase Cortland County as a premier amateur and youth sports destination and promote off-the-field activities for athletes, families and spectators
- Residents + Businesses: Educate community and stakeholders about the importance of sports tourism to Cortland County
- General: general promotion of Cortland County as a sports tourism destination

The CVB will distribute collateral through the following channels—website, print + digital collateral (i.e. planning guides), e-newsletters, social media (Facebook + Instagram + YouTube), Facebook's video advertising platform and media provided B-roll—to grow brand awareness of sports tourism, promote Cortland County as a premier amateur and youth sports destination, and educate the community and stakeholders about the importance of sports tourism. The content will be used by the CVB, local sports organizations and facility operators, businesses, residents, potential event planners and visitors alike.



## Scope of Work

The purpose of this request is to seek a Contractor who will follow a specific list of shoot list requests, be creative in their approach, and assist in guiding creativity in new, innovative directions.

The following list of deliverables is required; however, should not be considered a maximum program –

### Photography + Videography B-Roll

- Contractor must be able to shoot, edit and produce photo + video for digital/print distribution.
- Travel to various locations within Cortland County to capture visual content based on a specific shot list.
  - Locations include, but are not limited to: Gutchess Lumber Sports Complex, SUNY Cortland, Tompkins Cortland Community College, Greek Peak Mountain Resort, J.M. McDonald Sports Complex, county-wide parks.
  - Events include, but are not limited to: Prep Baseball Report Tournaments (summer/fall), FASNY Games (February), Empire State Senior Games (June), Ditch Banger (June), CNY Freeride (summer), Disc Golf Tournaments at Greek Peak (summer/fall).
  - *Please Note: not only locations will require both video and photography services. The final needs of the project will be determined during the planning stages.*
- Some content will include people engaging in activities—either staged or with permission—including, but not limited to, baseball, skiing, downhill mountain biking, indoor/outdoor soccer, disc golf, pickleball, etc.
- When applicable, footage should represent ethnic, gender and age diversity to reflect the population and audience.
- Services for set events will be scheduled on a quarterly basis, and Contractor will be guaranteed at least 48 hours notice for any request (weather-dependent services).
- Contractor is responsible for all gear, equipment and preparation for all conditions. They must utilize their own equipment, including lighting, camera, sound and other equipment.
- If staged, CVB will arrange and compensate the models used.
- Secure content creation release forms, model releases and obtain licenses or permits as needed.
  - Drone pilots are responsible/required to secure all permits necessary to operate a drone in specific areas.
- Provide proof of adequate insurance coverage spanning all work-related activities undertaken in the contract.
- Any entrance or event fees will be waived or covered by the CVB, including parking.

### Video Production

The qualified Contractor will combine the above footage with anecdotal assets from local, regional and state partners to identify what they believe makes Cortland County an outstanding youth, amateur and recreational sports destination.

- Produce three (3) long-form videos geared towards three specific audiences (i.e. visitors, community + businesses and general)
- A full range of videography production services are required, including, but not limited to –
  - Pre-Production/Concept Development: Work with CVB staff to develop the messaging for the relevant audience (resident, business, visitor); advise on appropriate lengths and format.

- Storyboard Creation: Creating an outline of video sections.
- Production: The qualified firm will have experience with all aspects of indoor as well as outdoor production and music selection (licensing existing or original compositions) and is versed in sports and tourism videography.
- Video Editing and Post-Production

**Other Important Requirements**

- Meet to discuss assignments or contracts to determine the required visual assets.
- CVB will assign preference to Contractors with an FAA-licensed drone pilot.
- CVB will be contracting out website design services for this project. The Contractor will work with the selected agency and the CVB to determine needs.
- This contract may require some evening and weekend obligations.

**Compensation**

\$100,000 for total project. Pricing will be straightforward and all-inclusive. Project paid in quarterly installments. No additional charges will be allowed for overhead, profit, travel or incidental expenses.

**Response**

Please address all points noted above. Additionally, please provide:

- Company Name and Background
  - If any work will be subcontracted to a third party, please provide the same information for all firms, and indicate who will be the lead firm.
- Profile of Contractor - Provide brief description of the firm's size, composition and qualifications of professional staff by level.
- List of Personnel - Describe who will work on this project including their experience and qualifications.
- Proposed Approach - Describe strategy and implementation in a timeline. Explore how you will implement the design and development process for this project.
- Portfolio showcasing your current work emphasizing tourism/sports tourism campaigns. Include at least three (3) action shots and three (3) drone shots).
- A line-item budget for the project.
- Provide at least two current and/or former clients' contact information. The CVB may contact your clients for recommendations.

**RFP Schedule**

The following general timeline will be used for receiving and evaluating proposals and selecting a Contractor. The timeline listed may be changed if it is in the CVB's best interest to do so.

Last Date to Submit Questions	Friday, July 28, 2023
Proposal Due Date	Monday, Monday, July 31, 2023
Evaluate Proposals	Tuesday, August 1 – Wednesday, August 9, 2023
Optional Presentations	Thursday, August 10, 2023
Notice Award	Friday, August 11, 2023
Contract Begins	September 2023



### **Working Relationship**

The CVB intends to have a close, professional working relationship with the Contractor. All correspondence to go through the CVB Executive Director of the CVB. When visual content is being taken in specific locations or events, the Executive Director and/or their designate will also be included on correspondence.

### **Terms and Conditions**

The CVB and its partners will own all visual content taken within the scope of this project and be able to use the content for any and all purposes we deem appropriate. The CVB will seek to provide content creators credit whenever and wherever possible but will not guarantee photo/video credit notation.

The CVB also requires that visual content taken under this project not be sold to any other tourism organization or individual.

All questions regarding the RFP shall be directed to:

**Michelle Enright**

**Executive Director, Cortland County Convention & Visitors Bureau**

**[michelle@experiencecortland.com](mailto:michelle@experiencecortland.com) | (607) 753-8463**