



REQUEST FOR PROPOSAL 2011 Championship Photographer

South Florida Winter Guard Association Inc
2220 NW 70th Lane, Margate FL 33063

The South Florida Winter Guard Association (SFWGA), a Florida non-profit corporation, is seeking proposals to photograph and market still photography to be taken at the 2011 South Florida Winter Guard and Percussion Championships. The Championship contest will be held on April 2nd and 3rd, 2011, at a site to be determined in Dade, Broward, or Palm Beach counties.

- The bidder must have documented experience in the photography of musical pageantry events, such as winter guard, dance, and cheerleading competitions, or marching band festivals.
- The photography company selected will be expected to take group photographs of each performing unit, as well as individual action photographs during each unit's performance. Please include a DVD or CD containing examples of a recently completed project with your proposal.
- Between 60 and 70 winter guard and percussion groups are expected to perform in the contest. Participants consist of middle school, high school, collegiate, and independent groups, with between 5 and 30 performers in each performing unit.
- The SFWGA shall license the use of its name and logo to the photography company for the purposes of the project, but will have no further interests or obligations in the revenue, expenses, or profits from the sale of the photographs.
- The SFWGA agrees to grant to the photography company exclusive rights as professional photographer at the event, with the condition that the SFWGA may at its discretion, utilize its own staff photographer to capture performance photographs for immediate use on the SFWGA website.
- The SFWGA will provide marketing considerations in the form of website links to the photographer's ordering website, public address announcements during the event, and a dedicated onsite sales area on the days of the event. All other marketing strategies are the responsibility of the photography company.
- The SFWGA will provide performance information about each participating unit, for the purposes of cataloging and marketing the completed photographs.
- The photography company agrees to provide to the SFWGA digital copies of all action performance photographs taken at the event, and licenses the SFWGA to use such copies for publicity purposes on its website beginning 90 days after the close of the event. The SFWGA will give due credit to the photography company whenever such photographs appear on its website, and agrees it will not sell, reproduce, or distribute photographs taken by the photography company in any other manner.
- The photography company bears responsibility for all expenses incurred in the project, and is entitled to all revenue and profits realized from the project.
- The SFWGA bears no responsibility for any expenses incurred in the project, and has no claim to any revenue or profits realized from the project.
- Proposals will be accepted until 5:00 PM on October 1, 2010. Proposals will be reviewed promptly thereafter. All proposals must remain firm for a minimum of 90 days following their submission. The SFWGA reserves the right to accept or reject any and/or all proposals, and reserves the right to accept any alternative proposal without prejudice deemed to be in the best interest of the SFWGA.

Mail proposals via regular US Mail to: Kathy Porter, SFWGA President, 2220 NW 70th Lane, Margate Florida 33063. Mail that requires a signature on delivery cannot be accepted.