



RFP: Photographer Specialist in food

Food and Beverage Industry

DATE OF ISSUE: 29 October 2020

<p>INTRODUCTION</p>	<p>Food and Beverage Atlantic requires a photographer specialist in food to showcase members products.</p>
<p>STATEMENT OF PURPOSE</p>	<p>Growing the awareness of FBA and increasing membership with a target, focused marketing plan.</p>
<p>FBA BACKGROUND INFORMATION</p>	<p>Vision: Making a positive difference in the Atlantic Canada food and beverage processing industry.</p> <p>Mission: Educate, guide and celebrate Atlantic Canada Food & Beverage Processing companies through collaborative partnerships, networking & member engagement.</p> <p>Goals:</p> <ul style="list-style-type: none"> ✓ Engage directly with industry to determine current and future needs to support growth. ✓ Providing high quality networking, skills and competitiveness development programs. ✓ Build a guidance tool to align elements of the regional food and beverage ecosystem like resource providers, funding partners, co-packers and skills providers for processors.
<p>SCOPE OF WORK</p>	<ul style="list-style-type: none"> ✓ Food Photographs: The photographer/stylist and the team, will need to work around the production of CTV What's for Dinner? filming. This is to create stylist food photographs from prepared dishes by the kilted Chef after the participants segment taping of What's for Dinner?. Must be very flexible and organized with their team. ✓ Props: The photographer/stylist must bring some props to create great food photographs. ✓ Recipes: be familiar with the FBA participants of the show beforehand with a list that will be provided. ✓ All of the above should be executed and managed with consistency that adheres to the organization's brand, messaging and goals. This is to create an integrated and cohesive marketing approach.

<p>PROPOSAL COMPONENTS</p>	<p>Interested applicants should be prepared to present a proposal which will include the following:</p> <ul style="list-style-type: none"> ✓ Team, tasks and timing; monitoring and assistance required to manage progress. ✓ A detailed process for engagement with FBA and needs to ensure it, will include ongoing consultations with executive director and the chef. ✓ The plan should include the delivery model, required structure and roll out plan. ✓ Detailed overview of outputs. ✓ All usage rights to the photographs must be released to FBA and the participating FBA members
<p>PRICING</p>	<p>The cost of the project must include two full day sessions from 9-5, travel cost to Pictou NS, bring props, all usage rights to the photographs must be released to FBA and the participating FBA members.</p>
<p>PROJECT SCHEDULE</p>	<p>Dates of the shooting are 14th and 15th of December 2020.</p>
<p>CONTRACT TERMS AND CONDITIONS</p>	<p>Expected start date is December 14, 2020 at 9am, payment terms to be negotiated.</p>
<p>RFP TIMELINE AND REVIEW PROCESS</p> <p>SELECTION CRITERIA</p>	<p>Deadline to submit the proposal is November 13, 2020, and the expected timeframe to review responses and notify bidders of their status the following week.</p> <p>The successful contractor will be determined on a point-rated basis (maximum – 125 points, minimum pass - 80 points) on the following criteria and ability to demonstrate:</p> <ul style="list-style-type: none"> • Experience in creating unique food photographs (70 points) • Overall quality of proposal based on demonstrated (55): <ul style="list-style-type: none"> • Understanding of the scope and objectives (10 points) • Approach, layout and conciseness of proposal (10 points) • Capability to deliver on project (i.e. timing, team needed, (10 points) • Budget - based on details, value, allocations, layout, etc. (25 points) <p>Services proposed shall be reviewed and evaluated completeness and compliance of the proposal and responsiveness with the requirements of FBA. The proposal that complies with all the requirements, meets all the evaluation criteria and offers the best values for money shall be selected and offered the contract.</p>

	<p>The entity must attest for the following qualifications and experiences: A track record of at least 3 similar successfully completed assignments.</p>
<p>REQUIREMENTS FOR PROPOSALS</p>	<p>The proposal must include the following:</p> <ul style="list-style-type: none"> • A company profile including résumés of the Food Stylist Photographer • Portfolio of at least 40 Food photographs from the photographer/stylist • Work plan and timelines • A list of similar work projects undertaken in the past three years (3) and substantiate that the firm has gained experience through these projects. • References and/or testimonials for similar work completed. • Cost (in Canadian dollars) determination of best value may not result in the lower cost being accepted. <p>Detailed proposal may be submitted via email to Tammy Brideau, Executive Director - tammy@atlanticfood.ca. Agency submissions are to be clearly labeled 'RFP- Stylist Food Photographer'. It is anticipated that the contractor would begin work immediately upon approval to proceed.</p>
<p>Notification Procedure</p>	<p>Thank you for your interest in this RFP. Only successful bidders will be notified of contract awards(s).</p>