



Request for Proposal

Photography Services 2017/18 – 2018/19 seasons

July 27, 2017

London Devilettes Girls Hockey Association

www.londondevilettes.ca

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Confidentiality Statement

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Thank you for your consideration, Mauro Facchin, President, London Devilettes Girls Hockey Association.

Please respond to Steven Milne at sponsorship@londondevilettes.ca with any questions or concerns.

Where no notice is given, all information contained herein is Copyright 2017, London Devilettes.

Submission Details

Submission Deadlines

All submissions for responding to this request must be delivered via email, as stated below, no later than:

Thursday, August 31, 2017
No later than 5:00pm EDT

Submission Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Steven Milne, Sponsorship Director, London Devilettes Girls Hockey Association

Email: sponsorship@londondevilettes.ca

Electronic Submissions

Electronic submissions in response to this Request for Proposal will be accepted as long as they meet the following criteria:

Sent via email to: **Mauro_facchin@rogers.com** and **sponsorship@londondevilettes.ca**

Document standards:

- Must be in Microsoft Word/PDF format with illustrations and photo examples in PDF/JPEG format
- Word File name must end in ".doc"
- Illustrated diagrams must end in either ".doc" ".jpeg" or ".pdf"

Introduction and Executive Summary

The London Devilettes are a Girls only hockey association operating in various arenas within London, Ontario. Hosting a home for approximately 800 girls to play hockey in both house league and competitive from Tyke through Senior, the Devilettes are one of the largest hockey associations in Ontario.

Business Overview & Background

The Devilettes operate on a fun friendly platform. Development of both skill and love for the game are paramount for the organization. The ultimate goal is to have a successful competitive team in all levels, while continuing to develop the strength of the organization from within. Operating on a not for profit platform, the organization strives to provide the best game at an affordable cost for all players.

Detailed Specifications

Currently the London Devilettes are requesting proposals from companies to provide photography needs for the London Devilettes Girls Hockey Association (herein known as LDGHA)

At this time there are projections for forty-six LDGHA teams and approximately 800 players. The LDGHA is currently looking for professional photographer services to provide group and individual photos for our teams as well to provide professional photography action photo services for our two tournaments.

The LDGHA welcomes your company to bid on the opportunity to become/remain our photography provider.

Please prepare a detailed proposal as outlined below. Your company's proposal will be compared against competing proposals. Please note, the lowest priced proposal will not necessarily be awarded the contract. To set your proposal apart we welcome suggestions on other types of items you feel your company can offer outside standard team and individual photo items. This can include unique or exclusive offerings, special promotional groupings or team gift ideas (i.e. Christmas or year end). Please provide details on all suggestions to enhance your proposal. Please describe any additional offerings your company can provide i.e. online or email ordering, hours of operations, point of purchase options, etc.

Levels of Tender and approximate photo scope	
Level	Approximate Team Count
House League / DS (Tyke - Intermediate):	Currently 28 participating teams
Competitive Leagues (Novice – Juniors)	Currently 17 participating teams
Action Photos - London Devilettes Annual Tournament (around 2 nd Weekend of February)	180 + participating teams
Parameters	
Billing/ Payment Method	Electronic payment methods as well as cash/cheque option must be available to the membership on photo day and tournament weekend (debit/credit machines)
Timelines of Availability	All times and locations for team and individual photographs must be arranged and initiated by photographer through correspondence with the ice scheduler, house league and competitive director.
Team Photos	All players and coaches will be provided one FREE team photo each
Association / Coach Photo access	The photographer must keep an electronic copy of the LDGHA team and individual photos on file and provide, upon request, electronic copies of the photos to the team coaches and managers to display on their team websites free of charge
Team Sponsorship	All team sponsorship fees must be paid by photographer prior to the commencement of the season
Annual Reimbursement	The annual reimbursement by photographer to the association is due by March 1, 2018 and March 1, 2019 respectively
Sponsor recognition plaques	The photographer MUST provide an option to purchase sponsor recognition plaques to competitive and house league teams and the association

Assumptions & Constraints

Each photography company must explain the capacities that they are capable to meet in regards to the requirements of locations and services required for tournament action photography. Failure to be forthright and upfront with the commitment will open the door to renegotiation of the agreement at a later date with 30 days notice.

Terms and Conditions

No expenses will be reimbursed to the photographer based on travel due to location of photography within the city of London. The photography company must supply or assure that all materials (chairs, tables, paper etc.) are set and in place as per their needs. All applying must be able to provide their capacities, both time of day, day of week and contact method to our membership

Selection Criteria

After proposals are submitted, they will be reviewed by the LDGHA Board of Directors procurement committee. Further questions of ability may be conducted in order to allow the selection committee to choose the best fit. The applicants will be selected using the following criteria:

- Previous service levels and current proposed commitment
- Resume of companies business qualifications, achievements, and level of experience
- Progression, timeliness and delivery of Photographs through finished product
- Visual Examples of previous finished team and individual product for review
- Method of correspondence before sessions and method of follow up after sessions with association contacts and team coaches
- Detailed explanations of the photography packages offered with pricing levels
- Detailed explanation of tournament action photography plans
- Levels of sponsorship that the photographer is able to provide the association to sponsor a house league team
 - **House League Team Sponsor** – The minimum sponsor amount on this is **\$900** for a two year term, paid in two (2) **\$450** installments annually as listed above. Sponsorship includes your company's name on the sponsored team's uniform, and your company name listed as the team name (*e.g. Tim Horton's Flyers*) as well as your company's logo and link on that division's website.
- Annual Monetary reimbursement amount to the association in reciprocation for the exclusive photo rights to our associations photography as determined by the photography provider.
- Ideas or additional promotional product to be offered to our members through an online or email ordering system.