

# *Spring Lake Public Schools*

345 Hammond Street  
Spring Lake, MI 49456

## REQUEST FOR PROPOSAL

### ***K-12 Student and Athletic Photography Services***

Due: *Friday, May 17, 2024*

#### **PURPOSE**

Spring Lake Public Schools is requesting sealed bids for K-12 Student School Pictures and Athletic Photography Services.

The proposal request is for a three (3) year contract with the option to renew for two (2) additional one (1) year renewal options. The contract will begin July 1, 2024. Vendors that wish to be considered for the bidding of services are required to submit two (2) completed proposals with full name and address of vendor and a PDF copy via email, to Liz Boeve, Director of Operations, Spring Lake Public Schools, [lboeve@springlakeschools.org](mailto:lboeve@springlakeschools.org)

Proposals must be received ***no later 2:00pm at the following address:***

*Spring Lake Public Schools  
District Office  
345 Hammond Street  
Spring Lake, MI 49456  
Attn: Liz Boeve*

Each RFP proposal must be sealed in an envelope indicating "***K-12 Student and Athletic Photography Services***" package. All RFPs must be received at Spring Lake Public Schools District Office on or before the time shown above or they will not be accepted.

## SCOPE

This RFP contains instructions concerning proposals to be submitted and services to be provided by the selected vendor. Specifications regarding the details and services/products to be provided under the RFP are located under the sections titled *Desired Services*.

**Note:** *Bidders to submit separate proposals - (1) for K-12 School Pictures and (1) for Athletic Photography services. Bidders can choose to bid both categories or just one.*

## TYPE OF AGREEMENT

The amount of the agreement shall be inclusive of all anticipated work and expenses. An agreement shall be negotiated with the successful vendor who meets the requirements and is qualified, responsible, and capable of performing the work. Cost is important, but *NOT* the sole criteria for final selection.

Equally important is creativity, dependability and value. Value relates to both the School District and the parents, who pay for many of the photos taken of their children in the school setting, as well as photos to commemorate a special event during their school endeavors. A contract shall dictate the agreement which will include the details of this RFP.

## CLARIFICATION

Clarifying questions may be directed in writing to Liz Boeve, Director of Operations at [lboeve@springlakeschools.org](mailto:lboeve@springlakeschools.org). All questions and answers will be distributed via email to all known responding firms.

## PROPOSALS

Please list and complete the name of your firm with address and phone number. Provide three (3) School District references for which your firm currently provides services (*Attachment B*). An official who is authorized to bind the vendor to its proposal must sign the proposal. For this RFP, the proposal must remain valid for at least (90) days from the submission date.

## REJECTION OF PROPOSALS

Spring Lake Public Schools reserves the right to reject any and all proposals received as a result of this request, or negotiate separately with challenging applicants. The School district reserves the right to decide not to award a contract as a result of this announcement if it does not receive proposals which it determines to have adequately addressed the requirements.

## PRESENTATIONS/INTERVIEW

Companies may be required to make an oral presentation or be interviewed. Such presentations or interviews provide an opportunity for the vendor to clarify their proposal and to ensure mutual understanding of the requirements.

## BIDDER RESPONSIBILITIES

It is the obligation of each vendor to examine instructions, requirements and specifications before submitting a proposal. Submission of a proposal shall be proof that such examinations have been made and that each vendor has recorded his/her own investigation and has become thoroughly familiar with the requirements.

Spring Lake Public Schools will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the contractor. Vendor will be required to assume responsibility for packaged service offered in the proposal.

### **SELECTION CRITERIA**

Spring Lake Public Schools will select the proposal that most closely meets the requirements of the RFP and satisfies the needs of the District.

*The following criteria will be used in making the decision:*

1. Company Qualifications – the extent to which the company demonstrates the ability to meet all requirements.
2. Pricing – while cost is important in choosing a vendor it will not be the sole deciding factor in awarding this contract. Value will be of great consideration when reviewing the vendor’s proposals (*Attachment A*).
3. Working Relationship – the selected vendor must be flexible in order to meet challenging academic, athletic, and activity schedules.
4. Technology – the selected vendor(s) must work with digital photography technology.
5. Vendor approval will be based upon the following criteria:
  - Service
  - Product Quality
  - References
  - Cost & Commissions
6. The following items must be included in your proposal:
  - Company Resume
  - Student Photo Package Samples
  - Three (3) School District References: Vendor must show evidence of completion within the last two years of at least three (3) contracts involving work similar to that described in the proposal documents (*Attachment B*).

### **TERMS OF THE AGREEMENT**

The successful vendor will be required to sign an Agreement Concerning Use of Data (*Attachment C*).

It is anticipated the period of the contract will be a three (3) year contract with the option to renew for two (2) additional one (1) year renewal options. The contract will begin July 1, 2024.

Termination of this agreement may occur if, through any cause, the vendor fails to fulfill in a timely manner, any obligation under this agreement. The intention to terminate this agreement must occur at least thirty (30) days prior to the effective date of such termination. In addition, this agreement may be cancelled if the termination is mutually acceptable to both parties.

## **DESIRED SERVICES**

### **General Specifications**

- The photographer shall furnish all information to be sent to parents as requested by the building Principal/Athletic Department.
- Parents to have the ability to pay electronically; do not include fee as an extra fee for customer.
- A proof will be given to each student on picture day, to be taken home with order form. Vendor will work with the building Principal/Athletic Department regarding collection of orders.
- Packages will be sorted alphabetically by homeroom, grade, sport etc. as requested by the building Principal or Athletic Department.
- All photos are to be guaranteed unconditionally. Parents may reject any or all photos that they feel are of poor quality, and it shall be the photographer's responsibility for retakes at no additional cost. All refunds are to be handled through the photographer, who will provide forms to be filled out by parents.
- The photographer must return at a later date for retakes at no additional cost. Retake photos must be uniform with similar head sizes, centering, and background.
- Reorders will be handled through the photographer as indicated by directions included in the picture envelope.
- Partial packages will not be sent to the school. Students not receiving a package but who have paid will have their pictures taken on Retake Day.
- All teachers, school staff, and coaches shall receive complimentary packages if they desire.
- Staff ID badges are to be provided for all district staff.
- The photographer must use equipment which centers the subject and adjusts for head size and skin tone.
- Basic Packages - The photographer must make the following packages of color pictures available to students in all schools at the prices quoted. Minor variations in the number of pictures included are allowed, but must be noted on the quotation form.

*REQUEST FOR PROPOSAL*  
*K-12 STUDENT & ATHLETIC PHOTOGRAPHY SERVICES*

Basic Packages	
(1) Traditional	1 - 5 x 7 16 - 1 ½ x 2 ½
(2) Traditional	1 - 8 x 10    4 - 2 x 3 2 - 3 x 5    16 - 1 ½ x 2 ½
(3) Traditional	1 - 8 x 10    4 - 3 x 5 2 - 5 x 7    16 - 2 x 3 32 - 1 ½ x 2 ½
(4) Traditional	2 - 8 x 10    2 - 3 x 5 2 - 5 x 7    16 - 2 x 3 16 - 1 ½ x 2 ½
(5) Traditional	2 - 8 x 10    4 - 3 x 5 4 - 5 x 7    4 - 2 x 3 8 - 1 ½ x 2 ½

### **K-12 STUDENT PHOTOGRAPHY PICTURES Specifications**

- Pictures are to be taken in the fall of the year, on dates arranged with the principal of each school (some principals may want photos taken prior to the start of the school year in August).
- Two copies with sticky back, of each student for teacher or office use.
- One instant PVC card, with student picture, name, grade, bar code, and student identification number, for each student in the school.
- One card printer and supplies as needed for the printing of cards throughout the school year for the district office.
- One electronic file of school yearbook in electronic format, formatted to PSPA standards for each school.
- A package verification list, listing each student photographed and their order.
- An electronic file containing images of the pictures for all of the students in the school. File must have bar coding capability.
- Provide each school building with an All School Composite.
- Provide 4 photo books of both students and staff by grade for each building office. Updated photo books to offices after retakes.
- Background color/shading must be consistent with all pictures taken for each school.
- **Vendor to submit a description of the incentive program(s) and the gross sales percent available to the district.**
- The vendor may be asked to photograph school sponsored dances as requested by each building principal.
- The vendor will photograph all clubs, groups and activities as requested by the school district (at no cost to the school). This is to include club/group events and all other requested school activities. Activities to be covered include nights and weekends. The district reserves the right, under unusual circumstances, to ask the photographer to cover a nonscheduled or reschedule school event with 24-hour notice, provided that the requests fits into the vendor's schedule.

### **ATHLETIC PHOTOGRAPHY SERVICES Specifications**

- Photographer will be available to set up a time to take athletic team pictures as arranged by Spring Lake Public Schools Athletic Department.
- Photographer shall take group shots of teams and individuals wishing to purchase photo packages. The Photographer will provide 8"x10" copies of team pictures to the coaching staff at no charge in addition provide digital copies of all team photos to the Athletic Director upon request. The photographer will supply the yearbook advisor a CD/jump drive of the team photos, in JPEG format, by the deadline set by the yearbook advisor, at no cost to the student or school district.
- Upon request of Athletic Director, vendor agrees to make available more than one photographer at team photo sessions if necessary.
- Company must provide examples of packages and pricelists for athletic photos. A low-cost package must be available. All packages should include the vendor name, address and telephone. This information will allow parents to contact the vendor with questions or dissatisfaction about the photo package.
- **Vendor to submit a description of the incentive program(s) and the gross sales percent available to the district.**
- Bidder will need to provide two (2) athletic team pictures and two (2) individual athlete pictures.
- Individual player banners (2' wide x 4' long) with digital background and athlete name and uniform number must be made available for purchase to athletes.

**ATTACHMENT A**  
**Student K-12 School Pictures Bid Proposal**

1. Basic Price Student Picture Package

Packages		COSTS		
		2024-25	2025-26	2026-27
#1 Traditional	1 - 5 x 7 16 - 1 ½ x 2 ½			
#2 Traditional	1 - 8 x 10    4 - 2 x 3 2 - 3 x 5    16 - 1 ½ x 2 ½			
#3 Traditional	1 - 8 x 10    4 - 3 x 5 2 - 5 x 7    16 - 2 x 3 32 - 1 ½ x 2 ½			
#4 Traditional	2 - 8 x 10    2 - 3 x 5 2 - 5 x 7    16 - 2 x 3 16 - 1 ½ x 2 ½			
#5 Traditional	2 - 8 x 10    4 - 3 x 5 4 - 5 x 7    4 - 2 x 3 8 - 1 ½ x 2 ½			

2. Basic Price Student Individual Picture Prices

Individual Prints		COSTS		
		2024-25	2025-26	2026-27
8 x 10				
5 x 7				
3 x 5				
2 x 3				
1 ½ x 2 ½				

3. Please note any discrepancies in pictures sizes and quantities of pictures from the basic packages listed in the specifications.



4. Please list all products and/or services not listed in the RFP requirements that would be inclusive at **NO** cost with the student picture package contract award.
  
  
  
  
  
  
  
  
  
  
5. Please list all products and/or services available, which **WOULD** incur and additional cost to the school. Attach information on any additional services that you could provide.
  
  
  
  
  
  
  
  
  
  
6. Vendor Information

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Name and address of company

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Phone Number (including area code)

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Contact Person Title

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Authorized Signature Date

**ATTACHMENT B**  
**VENDOR PROFESSIONAL REFERENCES**

A minimum of three (3) references is required. Vendor must show evidence of completion within the last two years of at least three (3) school district contracts involving work similar to that described in the proposal documents. All references listed should be within the State of Michigan, preferably West Michigan.

**Reference #1:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Reference #2:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Reference #3:**

School Name: \_\_\_\_\_

District Name/ City: \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contract Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**ATTACHMENT C**  
**SAMPLE AGREEMENT CONCERNING USE OF DATA**

For and in considerations of the current and continuing contract for school picture products and services between (vendor) \_\_\_\_\_ and Spring Lake Public Schools, (vendor) \_\_\_\_\_ hereby acknowledges that all data relating to students of the School District is confidential information and shall be at all times regarded, treated and protected as such.

The vendor referenced above, promises and agrees that it will not reveal, report, publish, disclose, or transfer to any other person, other corporation, or other organization, the data received from the Spring Lake Public Schools without prior authorized written permission from the School District. This confidentiality agreement shall survive the termination or expiration of RFP "Photography Services" or any resulting contract.

\_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Please print name and title

\_\_\_\_\_  
Date