

REQUEST FOR PROPOSAL: PHOTOGRAPHY

BACKGROUND

Discover Puerto Rico (DPR) is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will collaboratively position the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to drive economic growth.

PURPOSE

Discover Puerto Rico is interested in procuring non-exclusive photography services from qualified individuals or organizations for a lifestyle luxury hotel shoot in Puerto Rico. This includes, but is not limited to: Rooms, Lobbies, Casinos, Spas, Recreational Pool Areas, Golf Courses, Restaurants among others.

SCOPE OF WORK

Functional Requirements: Photographers must specialize in this single endeavor and have the necessary scope of work, experience and portfolio to prove their success. Agencies and individuals may respond to this RFP.

It is understood by the selected photographer or agency that this is a work for hire agreement. Discover Puerto Rico retains all rights to the material and is deemed the intellectual property owner of all material, including outtakes. As so, Discover Puerto Rico can publish, replicate, alter, destroy and/or sell the images at their discretion without any further consideration or consent from the selected photographer or agency.

REQUEST FOR PROPOSAL

The selected vendors will: Produce high-quality content that aligns with Discover Puerto Rico's visuals, voice and overall brand. Photography services must be able to capture high-resolution (300 dpi) images of five local luxury hotels and their facilities with a lifestyle look and feel. Vendor must also be able to edit and deliver high-resolution images in digital format. The agency or individual must possess the ability to set up the shoot, acquire any necessary permitting and hire models that align with Discover Puerto Rico's brand, voice and overall target audiences, and always understand the importance of being unobtrusive and professional while on assignment. Collaborate directly with Discover Puerto Rico staff to determine the needs of each individual hotel in a fast-paced environment that will often require last-minute changes. Secure content creation release forms, model releases and obtain licenses or permits

as needed. Edit, color grade and deliver high-resolution digital content within 30 days of the shoot. Provide proof of adequate insurance coverage spanning all work-related activities undertaken in a given contract. Travel as needed for shoots across PUERTO RICO.

Questions concerning this RFP must be submitted to jeanpaul.polo@discoverpuertorico.com by the date listed in the schedule. We do not accept questions via phone calls and will conduct interviews with finalists.

QUALIFICATIONS

A minimum of five years of demonstrated experience providing high-end lifestyle hotel photography. Demonstrated capacity to perform required services. • Ability to work on tight deadlines and turn imagery around quickly depending on Discover Puerto Rico's needs.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information: • Provide brief background information, including your specialty. Provide project management information e.g., notice requirements, timelines for delivering materials, etc. Please provide a sample portfolio of previous work (minimum of 20 images and/or 1 sizzle reel) that represents a variety of hotels and shooting conditions. Proposals without sample portfolios will not be considered. • Please include 2 -3 references from prior or current clients. • Proposal should not exceed 5 pages (excluding portfolio images.)

BUDGET

Please provide a detailed and comprehensive list of rates and creative fees, including any applicable expenses for equipment rental and travel. Please provide a sample estimate and standard production timeline for the following services: 5 hotel shoot with models.

SELECTION CRITERIA

Photographer will be selected based on (but not limited to) the following: 1) Superior qualifications with respect to the overall firm and the individual(s) assigned to work on this business. 2) Successful creative experience with other companies or destinations. 3) Demonstrated ability to develop lifestyle, luxury, hotel photographic campaigns. 4) Quality and clarity of response, demonstrating the firm's ability to communicate clearly and creatively.

If selected as a finalist, the firm may be asked to meet in San Juan, Puerto Rico to present or interview with the CMO.

Once selected, the firm must be prepared to begin work with DPR immediately. Evaluation of proposals will be under the jurisdiction of DPR. DPR will evaluate all material submitted and

engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses. After the completion of the interview/discussion process, DPR will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DPR and the firm to define a more detailed scope of work. Ultimately, a contract will be executed between the selected firm and DPR. If DPR is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm shall be terminated and the organization shall undertake negotiations with another qualified firm until a satisfactory contract is negotiated. If DPR is unable to negotiate a contract with any of the selected firms, the organization shall re-evaluate the scope of services and fee requirements. DPR and the Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants. DPR may request financial statements at its discretion. DPR reserves the right to request additional information to be used for evaluating responses received from any or all proposers. Further, DPR retains the right to disqualify from further consideration any proposer who fails to demonstrate sufficient financial stability to perform the pending contract.

PROPOSALS & TIMING

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| a. Proposal Released: | Oct. 3, 2018 |
| b. Proposal Due (due by 5:00 p.m. EDT) | Oct. 12, 2018 |
| c. Notice of Award | Oct. 19, 2018 |

DELIVERY OF PROPOSAL

Proposals must be mailed to: Discover Puerto Rico, 500 Calle de la Tanca, Edificio Ochoa 402b San Juan, Puerto Rico 00901 to the attention of Jean Paul Polo.

By submitting a proposal, the applicant agrees that DPR's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that DPR, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timetable outlined. All materials submitted become the property of DPR and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

CONFIDENTIALITY

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to DPR and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.