



League of American Bicyclists

Request For Proposal Cycling and Cyclists Photo Shoot

All questions regarding this RFP should be directed to:

Primary Contact: Lauren Jenkins, Communications Director

Email Address: lauren@bikeleague.org

Organization

Since 1880, the League of American Bicyclists has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone.

Project

a. Intro/Background

The League of American Bicyclists needs new photo assets for use across its website, its print materials, and its social media. These photos should embody the organization, show the joy of biking, and most importantly demonstrate the diversity of who bikes in America. The League is seeking a photographer with an understanding of biking and an eye for photojournalism. The

League will secure models and locations in order to facilitate products that fill the need for photos with a diversity of people and locations.

b. Objective

This project will require photographing people riding bikes. Photographer(s) will work with the League to recruit models representing a variety of backgrounds and on a variety of bikes. The images will need to show people enjoying riding in a city, in the suburbs, and in more rural areas. The images should not all be DC-specific. Images will be used on the League website, in the League's magazine, in other print promotional materials, and in social media graphics and promotional materials to include advertisements.

c. Deliverables

- 40+ high resolution digital images (jpg) that showcase the joy of biking by a variety of people delivered on a memory stick/flash drive
- Images must speak to a diverse audience
- Appropriate adjectives for the images: authentic, fun, relaxed, diverse, memorable
- Images should be photojournalistic in nature and candid. Environments should include riders on bikes, riders at a coffee shop, riders utilizing bike infrastructure, families biking together, handcyclists or recumbent riders, etc.
- The League will own the images and retain copyright

d. Scope of Work

- The League and photographer will agree on photoshoot date(s) to ensure photographs have an "evergreen" look and are not specifically tied to one season
 - Ideal photo shoot date would be in October
- The League and the photographer will collaborate on locations in the DC-area for a one or two-day photoshoot
 - Initial ideas include: Hains Point, the Wharf area, area trails, Potomac-area for rural riding
- Shot list includes:
 - 60% of photos in city location
 - 30% of photos in suburban location
 - 10% of photos in rural location
 - Photos showing families riding together
 - Photos of pre-ride or post-ride socializing
 - Photos of people commuting to work in work clothes
 - Photos of groups on road bikes
 - Photos of people on hybrid or city bikes
 - Photos of people on adaptive bikes
 - All photos to include helmets on people while riding (not necessary when not on a moving bike)

- The League will secure models and release forms from models when necessary
- Photographer will provide images within 2 weeks of photo shoot
- Photographer will provide all of their own equipment

e. Proposal Format

- Statement of project understanding
- Description of vendor, its capabilities, and relevant background/experience to complete the proposed tasks
- Overall approach and summary of any additional team members or subcontractors
- Fee structure and cost proposal. Provide a breakdown of the fee by task or elements of proposed methodology as appropriate. Include travel costs, if any.
- Portfolio (may be online) of relevant work
- Any other information the photographer would like to include

f. Evaluation Criteria

The League will evaluate proposals based on:

- Expertise in photographing subjects on bikes
- Proven track record of successful projects with like tasks and components.
- Responsiveness of the proposal to the needs outlined above.
- Demonstrated ability based on prior experience to complete the tasks and produce the deliverables in the requested format
- Ability to meet a late October deadline
- Competitive cost/fee proposal

g. Proposal Submission

- Please submit proposals in a PDF format.
- Proposals should be submitted via email to lauren@bikeleague.org.
- The deadline to submit proposals is EOD October 12, 2022. Proposals will be considered before the deadline.