



Questions & Answers

2025 Greenway Conservancy

Photography and Videography RFP

Application and Submission

Question: Could you tell us if there is a preferred/required format for the bid? Is a PDF with embedded links to examples of previous work acceptable or a password-protected microsite for clients, which showcases our work example and material in a more interactive format?

Answer: Applicants are encouraged to submit clickable links to relevant work within the RFP application. This may include a link to a website or microsite and should include all login details to access the site. If you need to submit an attachment, please send this to info@rosekennedygreenway.org.

Question: Do proposals need to cover all aspects of this project, or can they address individual elements (e.g. Fundraising Events video vs. General Photographs and Videos)?

Answer: As outlined in the RFP, we welcome proposals for either all projects and work or individual projects/elements of the RFP.

Question: Will one vendor cover all events, or will you establish contracts with multiple vendors? Is there a scenario in which multiple vendors work together on a project?

Answer: Our goal is to contract with several creatives or production teams as we offer different project opportunities.

Question: How many vendors does the Conservancy anticipate selecting for this contract?

Answer: There is no set number of creatives that will be selected, however the goal is to streamline our visual communications strategy through the selection of a qualified group of individuals and/or teams that are able to help us to deliver the Conservancy's message through the means of elevated visuals.

Question: Is there any preference for photographers or studios who can provide both photo and video coverage for a project?

Answer: A project may not need both a photographer and videographer, so we will evaluate submissions based on project need, Respondent's preferences, and the RFP Criteria for Selection.

Contracting and Scope

Question: Can you please elaborate on the project's insurance requirements and the timeline for obtaining insurance?

Answer: Insurance needs to be obtained before the project/event date, and should include all necessary elements (Workers Compensation, General Liability, Umbrella, etc.). The Conservancy will share the insurance requirements as we finalize the contract agreement.

Question: Will any subcontracting need to be finalized before awarding the final contract?

Answer: No. Subcontracting will not need to be finalized before awarding the final contract(s).

Question: Will there be any restrictions or special considerations regarding equipment, loading/unloading or access during the events?

Answer: The Conservancy will work with the selected Respondent and communicate any restrictions, special considerations, and instructions on setting up for an event well in advance so that the necessary preparations can be made before they are onsite. As each event/program takes place within different areas of the park and serves different audiences, each will have different location considerations and access requirements. In addition, a Conservancy staff member will be onsite during each photoshoot.

Question: How will the selected Photographer/Videographer collaborate with the Outreach and Programs Teams?

Answer: We anticipate collaborating with our selected Respondents via in-person team meetings, virtual meetings, emails, and phone calls. The number and frequency of these collaborative conversations will vary depending on the scope of each project. These meetings will help us communicate the goals for specific imaging, establish shot lists, and strategize about timing and location. There will also be opportunities for on-site collaboration, with certain projects requiring an event guide (i.e. our fundraising events) to ensure that our creatives can access the shots that are required.

Question: Does the Conservancy require any post-production services beyond basic editing (e.g., retouching, color grading, motion graphics)?

Answer: All final video files should be color graded. Advanced photographic editing or retouching can be assessed on a case-by-case basis. Motion graphic capabilities are preferred.

Question: How much detail is required in the RFP? (e.g. – Elements to be included are listed within each project description, but to determine the exact amount of time it will take, as well as creating a planning calendar, it will require a discussion to determine best dates, times, coordinating with interview subjects and other people involved, etc.)

Answer: Beyond the requested data points in the RFP, it is left to the discretion of the Respondent how they would like to submit their bid. An interview may be scheduled to learn more about the Respondent, and their proposal and creative process before contract award. The Conservancy is very collaborative and communicative, and selected Respondents should anticipate that discussions will take place as contracts and projects are finalized.

Question: Will there be any restrictions or required approvals for staging shots with park visitors? (e.g. model releases, waivers, etc.) Will photographers be required to capture attendee consent for candid photos?

Answer: The Conservancy will coordinate with selected Respondents to determine which sessions will require model releases and waivers, and secure consent for candid and other imagery that will be used in future advertising campaigns or Conservancy collateral.

Question: For the General Photographs and Videos project, one of the bullets mentioned "editorial style photography and videography and/or staged shoots that feature diverse visitors and community enjoying the Greenway." Will your team source the talent for these shoots, or should we build a talent cost into the estimate?

Answer: The Conservancy may seek guidance and insight from the selected Respondent(s) for the editorial and staged shoots, though will ultimately source the talent for these shoots.

Question: For the General Photographs and Videos project, how many event dates/sessions (i.e. production days) do you anticipate? This will help as we determine an estimate.

Answer: At this time we do not have a set number of events, programs, or in-park photography/videography sessions. For the purposes of this RFP we request that teams submit a per-event/project/session or per-hour fee structure.

Question: For the General Photo Video project, what deliverables are you looking for video? (i.e. number and length of edits)

Answer: We do not have a set format for deliverables, but would be open to a variety of formats (i.e. 1 minute teaser videos, selections of video clips for our archive library, video captured for social media use etc.). We would discuss and agree to the deliverables with the selected Respondent.

Question: For the Fundraising Events project, videography is mentioned alongside photography. Do you have specific video deliverables you imagined for these events?

Answer: Ideally, we would like a 90 second to 3 minute overview/recap video as well as vertical video edits delivered for social media purposes.

Mission/History Video

Question: For The Greenway and Conservancy Mission/History Video project, does your team plan to provide existing historical elements/maps/graphics, or will these assets need to be developed in collaboration with your team? Will the Conservancy provide access to existing archival footage, or should the proposal include sourcing such materials?

Answer: The Conservancy has limited existing archival footage and access to some historical elements/imaging within its library. We do have some footage from various events (i.e. past fundraising functions and some drone footage) and will likely need to source historic footage and assets. We will work with the selected Respondent to find additional materials and develop assets as needed.

Question: For The Greenway and Conservancy Mission/History Video project, you mentioned "possible filmed interviews/voiceovers with Greenway representatives." Are you looking for a VO and/or talking heads to be included in both the approximately 5-10 minute and 2-5 minute edits?

Answer: We are hoping to collaborate with the selected Respondent on the development of the mission/history video. The scope and execution of the project remains flexible at this time, though the storyboard would need input and approval from our leadership team.

Question: Approximately how many interviews do you anticipate?

Answer: The storyboard of the Conservancy mission/history video is still in development and we welcome the collaborative feedback of our selected Respondent.

Question: Are there specific individuals the Conservancy would like to feature in interviews?

Answer: At this time, the Conservancy does not have specific individuals that will be featured in the video(s). The selected Respondent can expect that members of the leadership team, the Conservancy board, donors, and others may be featured.

Question: How much creative direction is expected from the Photographer/Videographer versus the Conservancy's Outreach Department?

Answer: The Conservancy will be responsible for the overall creative direction of each project, and will provide storyboards, shot lists, and other feedback as necessary, but we would also like to work collaboratively with the selected Respondent.

Question: Will there be a review and revision process for the mission/history video before final delivery?

Answer: Yes, the Conservancy anticipates 2-3 rounds of revisions for this project.

Budget and Compensation

Question: What is the salary range?

Answer: The Photography and Videography RFP is not for a salaried position as we work with a variety of creative teams throughout the year depending on specialty, availability, and other factors. Applicants are requested to share their rates for the types of projects they bid on (expressing interest in), and share portfolio samples so that we can ensure we are offering all candidates an opportunity to share the value they would bring to each individual project.

Question: Did you have a budget range you were ideally looking to stay within for this overall RFP (or for each of the three projects)? Are budgets pre-determined?

Answer: Budgets are not pre-determined for each General Photographs and Videos project. Per the RFP, please share your hourly and/or project rates and include any non-profit rates/discounts or in-kind donations available.

For our 2-3 hour fundraising events, our 2025 budget is as follows:

- Photography: \$1,000 - \$1,500 per event
- Videographer: \$1,450 - \$1,750 per event

For The Greenway and Conservancy Mission/History Video, a donor will generously provide a \$10,000 budget for this project.

As a non-profit organization, we have a limited budget for our work and are happy to discuss with Respondents on how we can work within these budgets or supplement them as needed.

Question: There is no mention of budget in the RFP. What is the preferred rate structure? Will fees be based on hourly rates, entire projects, projects with milestones, or all of the above?

Answer: Please refer above for budget information. As noted in the RFP, we ask that Respondents share their rates. There is no preferred fee structure and this can be hourly or project based.

Question: Will payment be issued per event/session or in scheduled installments throughout the contract?

Answer: For individual projects/events, the Conservancy typically makes payments after final deliverables are received. Some of our partners have required deposits, and the financial arrangements for payment will be made with the selected Respondent and included in the contract.

Question: Are there opportunities for additional work beyond the outlined scope, such as ongoing photography needs?

Answer: Yes. It is likely that the scope of projects outlined in the RFP will change throughout the year if additional funding becomes available or a new photography/videography need arises. Furthermore, the Conservancy anticipates additional photography and videography needs throughout 2026 and beyond. It is our hope that through this RFP, the Conservancy will form relationships with passionate, long-term creative partners.