

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**REQUEST  
FOR  
PROPOSALS**

**PHOTOGRAPHY SERVICES  
FOR  
MASCONOMET REGIONAL SCHOOL DISTRICT**

**July 1, 2019 – June 30, 2020**

**Issued April 1, 2019**

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**PHOTOGRAPHY SERVICES  
REQUEST FOR PROPOSAL**

Item	Date	Time	Location
Notice	4/1/2019		Masconomet Regional School Website; Local Paper
Vendor Conference- Not Mandatory	4/9/2019	3:00 PM	Superintendent's Office 20 Endicott Road, Boxford, MA
Release of Proposal	4/1/2019	9:00 AM	Email at <a href="mailto:jgioioso@masconomet.org">jgioioso@masconomet.org</a> or pick up at Superintendent's Office/20 Endicott Road Boxford, MA 01921
Questions Due	4/11/2019	By 3:00 PM	Email at <a href="mailto:jgioioso@masconomet.org">jgioioso@masconomet.org</a>
Submittal Date	4/22/2019	3:00 PM	Superintendent's Office 20 Endicott Road, Boxford, MA
Proposal Opening	4/23/2019	11:00 AM	Superintendent's Office 20 Endicott Road, Boxford, MA
Term	September 1, 2019- June 30, 2022		

All proposals should be sent to:

Masconomet Regional School District  
Attn: Dr. Susan K. Givens,  
Assistant Superintendent for Finance and Operations  
20 Endicott Road  
Boxford, MA 01921

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**TABLE OF CONTENTS**

Summary of Services .....	4
Instructions to Proposers.....	5
Terms and Conditions.....	8
Scope of Work .....	11
Evaluation Criteria.....	17
RFP Summary Form .....	22
Client List .....	23
CERTIFICATE OF FOREIGN CORPORATION .....	25
CERTIFICATE OF NON-COLLUSION .....	26
Price Proposal form for Yearbook Photography Services.....	27

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## REQUEST FOR PROPOSAL

FOR

### Photography Services

Masconomet Regional School District is receiving Request for Proposals for Photography Services for the 2019-2020 School Year, including an annual option to renew for 2 additional years. Vendors are asked to submit their proposal for General School, Student, and Sports Photography Services. A summary of services is listed below; however vendors are required to review and abide by all terms of the RFP. Vendors may be asked to present their proposal to the review committee. (Thirty minute presentation) Internet access will be provided if needed.

Vendors are required to submit their completed Request for Proposal no later than 3:00 pm EST Monday, April 22, 2019. RFP are to be submitted in writing with the outside envelope clearly marked Photography Services RFP. The RFP is to be submitted to:

**Dr. Susan K. Givens, Assistant Superintendent for Finance & Operations  
Masconomet Regional School District  
Superintendent's Office  
20 Endicott Road  
Boxford, MA 01921**

All inquiries are to be directed to Jeannie Gioioso in writing via email ([jgioioso@masconomet.org](mailto:jgioioso@masconomet.org)).

### **Summary of Services**

Grade 7-12 Pictures and ID's
Staff Pictures and ID's
Senior Portraits
Electronic Reproduction of all pictures
Club Pictures for the Yearbook
Team Action Shots for the Yearbook

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## INSTRUCTIONS TO PROPOSERS

### I. Receipt and Opening of Proposals

Proposals must be **delivered** to the attention of **Susan K. Givens, Assistant Superintendent for Finance and Operations**, Superintendent Office, 20 Endicott Road, Boxford, MA 01921, no later than April 22, 2019 at 3:00 PM. No proposals received after the time established for the closing will be considered regardless of the cause for delay.

### II. Vendor Conference

Prospective Proposers are required to attend the Vendor Conference on the date and time specified in the "Request for Proposal". At this meeting, the Assistant Superintendent for Finance and Operations and the Director of Operations will respond to written and/or oral questions if the information is available.

### III. Preparation and Submission of Proposals

A. **Proposals** must be submitted in **sealed packages**. The **Price Proposal** and the **Technical Proposal** shall be submitted **separately**, and each shall be **clearly marked Price Proposal** and **Technical Proposal**. All proposals include properly filled out form(s) as provided. Both submissions must be appropriately identified and marked on the outside with the **Proposal Title** and the **Name and Address** of the Contractor.

B. All proposals submitted **MUST** contain the following documents, properly signed and executed, in order for a proposal to be considered responsive. The **Price Proposal** shall be submitted separately, all other submission documents should be submitted as part of the **Technical Proposal**.

#### 1. Deposit

Each proposal must be accompanied by a certified or cashier's check in the amount of \$500.00 payable to the Masconomet Regional School District. This check will serve as security until a contract is entered into. This check should be included as part of the Technical Proposal, not the Price Proposal.

2. Evaluation Criteria- Provide answers/information requested on page 17 of the Evaluation Criteria section of the RFP (**Experience, Designated Personnel Relevant Experience, Staff Availability, Staff's Abilities and Demonstrate Success**). The vendor must provide either four (4) hard copies of this information or one (1) hard copy and a single, printable PDF as part of the technical proposal packet.

3. Signed and completed RFP Summary Form ([Attached](#))

4. Client References - Provide a minimum of 10 current references from schools (preferably from Massachusetts and public) of similar size and similar projects within the past five (5) years. ([Attached](#))

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

5. **Signed and completed Statement of Compliance with registration requirements for foreign corporations** (Attached)
6. **Signed and completed Certification of Non-Collusion and Tax Compliance Form** (Attached)
7. **Price Proposal Form**- Price proposals should be submitted in a sealed envelope that is clearly marked "price proposal". Price(s) must be typewritten or written in ink in the space(s) provided on the official **Price Proposal Form**. Price shall be construed to cover all costs incurred by the Contractor to furnish the assessments and reports described, in accordance with the criteria established in this RFP; including, but not limited to all labor, materials, and equipment, as well as travel and mileage, proper packing and the cost of delivery where applicable. (Attached)

#### IV. **Modification of Proposals**

There will be no modification to this proposal unless done in conjunction with the Assistant Superintendent for Finance and Operations at least three (3) business days prior to the date of opening, and then will be done in the form of an "Addendum to the Specifications." All persons to whom specifications have been issued will be sent a copy of the Addendum. All Addenda so issued shall become a part of the RFP Documents and be so acknowledged.

#### V. **Interpretation of Contract Documents**

Prospective Proposers may submit **written** technical and contractual questions to the Assistant Superintendent for Finance and Operations. All written requests must be received no less than three (3) business days prior to the established hour for the Opening of Proposals, or they will not be considered. No oral interpretation shall be made to any single Proposer. Any interpretation made to a Proposer will be in the form of an addendum to the specifications and/or explained at the Vendor conference, when applicable. In the case of an addendum, all persons to whom specifications have been issued will be sent a copy of the addendum. All addenda so issued shall become a part of the RFP and be so acknowledged.

#### VI. **Withdrawal of Proposals**

Proposals may be withdrawn prior to the time established for the Opening of Bids only on written request to the Assistant Superintendent for Finance and Operations. No Contractor shall withdraw their proposal within a period of ninety (90) days after the date set for the Opening of Proposals.

#### VII. **Taxes**

Masconomet Regional School District are exempt from Town, County, State and Federal Excise Taxes. Certificates will be issued upon request. Any appropriate taxes shall be shown as a separate item on your Bid or Proposal. Bidder shall obtain all appropriate tax exemption certificates from Masconomet Regional School District.

## **MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES**

---

All tax laws must be followed for the sale and purchase of photographs to taxable entities and the contractor is required to collect and make payment for those liabilities.

**VII. Patent**

Bidder shall, with respect to any device or composition of Bidder's design or Bidder's standard manufacture, indemnify and hold harmless each MASCONOMET REGIONAL SCHOOL DISTRICT, its employees, officers, and agents, from costs and damage as finally determined by any court of competent jurisdiction for infringement of any United States Letters Patent, by reason of the sale of normal use of such device or composition, provided that Bidder is promptly notified of the all such actual or potential infringement suits, and is given an opportunity to participate in the defense thereof by MASCONOMET REGIONAL SCHOOL DISTRICT.

**VIII. RFP Documents**

The documents comprising this RFP consist of: Invitation to Bid, Instructions to Proposers, Terms & Conditions, Specifications and Criteria, RFP Summary, Client List, Certificate of Foreign Corporation, Collusive Agreement and Tax Certification, Qualifications Summary (in your own format), Price Proposal Form, and any Addenda Provisions that may have been issued. The same documents will be incorporated into the contract documents.

**IX. Deposit**

Each proposal must be accompanied by a certified or cashier's check, in the amount of five hundred dollars (\$500.00) payable to the Masconomet Regional School District. This deposit will serve as a security until a contract is entered into. Any Contractor who fails to execute a contract after being awarded same will forfeit the deposit as liquidated damages to the Masconomet Regional School District. Upon award of contract, deposits will be returned to the unsuccessful Proposers.

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## TERMS and CONDITIONS

### Qualifications

The Photography Firm must have been regularly engaged for at least five (5) years, prior to the date of this proposal, in the business of supplying the services described to schools similar in size and scope as is described in this RFP. Firms responding to this RFP must possess the following credentials.

- A. Massachusetts registration and licensing in all applicable disciplines.
- B. Sufficient levels of qualified staff to complete the work.

### Evaluation of Proposals

It is the intention of the Masconomet Regional School District to select the most qualified firm that meets the technical needs of the District. All proposals submitted in accordance with the requirements of this RFP will be reviewed for completeness and responsiveness. Proposals from firms that do not meet the standards for qualifications as defined in the criteria section as minimum requirements will be considered by the District to be non-responsive. The District, at its sole discretion will decide if the firm meets the standards.

All responsive proposals that satisfy the proposal submission requirements and the Minimum Criteria will be evaluated and will be ranked on the comparative criteria as follows:

Highly Advantageous  
Advantageous  
Not Advantageous  
Unacceptable

**The District reserves the right to request additional documentation as well as on-site interview from Proposers.**

### Rule of Award

The Assistant Superintendent for Finance and Operations will be the Awarding Authority. After review and rating of all technical proposals, the price proposals will be considered. The contract will be awarded to the Photography Firm who is deemed to offer the most advantageous proposal (technical and price). The notification of award shall be made in writing to the Photography Firm submitting the most advantageous proposal. The Assistant Superintendent for Finance and Operations may exercise any or all of the options listed below before awarding the proposal.

- A visit to the Firms's place of business.
- Any or all Firms may be requested to provide additional information to clarify their proposal.
- Firms may be invited to make an oral presentation.



## **MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES**

---

- Firms may be requested to perform a demonstration of services and all costs for demonstration must be borne by the Firm.
- At the discretion of the Assistant Superintendent for Finance and Operations, the oral presentation and the demonstration may be combined.

Action on the award of contract will be taken within 90 days after the opening of the proposals and any proposal submitted shall be binding for 90 days. All awards will be made in the best interest of the Masconomet Regional School District.

The Photography Firm to whom the award is made must enter into a written contract with the Masconomet Regional School District, and the requirements set forth in the RFP documents shall become part of the contract and shall be considered binding.

The District reserves the right to cancel service at any time during the contract period if the Assistant Superintendent for Finance and Operations determines, in writing to the Photography Firm, that service has not been performed in strict accordance with the contract requirements.

### **Breach of Contract**

In the case of failure on the part of the Photography Firm to execute the work as per the agreement, the Assistant Superintendent for Finance and Operations reserves the right to terminate the contract, satisfying its wants through another Firm, and the School District shall collect from the Photography Firm any difference in the price as a result of such failure on the part of the Photography Firm.

### **Payments**

All financial transactions associated with this contract will be between the students' family and the photography firm using a secured web-based order system.

### **Reports**

The Photography Firm or their operator shall make a written report to the Assistant Superintendent for Finance and Operations, within three (3) hours, of all accidents in which his equipment may become involved while on school property. In the event the accident involves injury or death of any person, a verbal report shall be made at once in person or by telephone, after notification to the police, and rendering assistance to the injured.

### **Cancellation of Proposal**

The Awarding Authority, at or for the District's convenience, reserves and retains the right to cancel this RFP at any time prior to a contract having been approved and executed, for any reason or for no reason at all, in which event, all proposals received in response to this request will be rejected.

### **Responses**

All proposals and related documents submitted in response to this RFP are subject to the Massachusetts Freedom of Information Law, M.G.L. Ch. 4, s.7, subsection 261, regarding public access to such

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

documents. Statements or endorsements inconsistent with those statutes will be disregarded, unless a Photography Firm submits information marked "CONFIDENTIAL"

All materials submitted by Photography Firm become the irrevocable property of the School District which shall be under no obligation to return any proposal or materials submitted by a Firm in response to this RFP.

No cost or expense incurred by Photography Firm in responding to this RFP, in participation in this procurement will be borne by the District.

The Assistant Superintendent for Finance and Operations reserves the right to use any and all ideas, concepts or configurations presented in a Firm's proposal, whether or not the proposal is selected.

All news releases must be approved by the Assistant Superintendent for Finance and Operations prior to their release.

### **Criminal Offender Record Information (CORI)**

The DISTRICT will conduct criminal offender reference checks (CORI) on all Photography Firm personnel. All personnel employed by the Photography Firm will be instructed to complete a CORI form with the Personnel Administrator of the DISTRICT. The Photography Firm employee must have an approved criminal reference check by the DISTRICT in order to work on the premises.

Any questions regarding this proposal should be directed to: Jeannie Gioioso, Office of the Superintendent, 20 Endicott Road, Boxford, MA 01921, Tel. (978) 887-2323 x 61030

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## SCOPE OF WORK

The scope of work for Photography Services includes 1) photographing MRSD employees and students for internal use as well as I.D. badges and picture packages, 2) photography services for senior portraits, 3) club and sports photography for the yearbook, and 4) pictures at the MRSD graduation ceremony. A summary of services is listed below.

Photography Firm's Studio must be:

- Open during regular business hours, plus at least one evening per week and Saturdays.
- Located within reasonable proximity to the Boxford, Middleton, and Topsfield town boundaries.
- Familiar with the demands of serving secondary schools with 1,800 students or more within the last five (5) years.
- Willing to take candid photographs at one event for each sports team, each season.
- Able to provide at least four (4) photographers during the school day on the days and at the times outlined in the RFP (School opening (4 days), retakes (1 day), and club pictures (1 day)).

### 1) Staff and Student Pictures and ID badges

Annually, the Photography Firm (PV) will provide MRSD with professionally taken portraits for staff and student I.D. badges and picture packets as follows:

#### Student Picture Schedule:

Tuesday, 9/3	First day of school for all students
Tuesday 9/3-Monday 9/16	Student pictures taken during first 10 days of school
Monday 10/7	MRSD received student pictures and disc for PS and YB
Tuesday 10/15	Retake Day
Monday 10/28	MRSD received student retakes and disc for PS and YB

- **Student Picture Day:**
  - Portraits must be taken within the first 7-10 school days. The first day of school the first year of the contract is September 3, 2019.
  - The District anticipates student enrollment be approximately 1,850 students this fall (SY20).

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

- The student photograph schedule is as follows:
  - High School Day 1 - 7:35 AM - 2:00 PM
  - High School Day 2 - 7:35 AM – 12:00 PM
  - Middle School - 7:50 AM – 11:00 AM
- The photography firm must provide 4 photography stations, each day and begin photographing promptly at the times noted above.
- The stations must be set-up and broken down each day. The district will not be responsible for storing any equipment or supplies during or between sessions or days.
  
- **Student ID's:**
  - Student I.D. Badges will include:
    - Student Name
    - School (Masconomet Middle School or High School)
    - Student's Homeroom
    - The School Year (i.e. 2019-2020 for the first year)
  - ID's must be delivered to MRSD within one week and be sorted by homeroom
  - The badges will be a high quality picture printed on a crimson red(Pantone 187C), plastic, 3 1/4" x 2" placard with a clip to affix the badge to a lanyard or clothing
  
- **Student Packages:**
  - At a minimum, parents/families/students will be offered, and firms will provide pricing for, the following three packages and a digital version of the picture:
    - Basic – 1 - 8 X 10, 2 - 5 x 7, and 8 wallet sized pictures
    - Deluxe – The Basic plus 4 – 4 x 5 pictures
    - Premium – 2 - 8 x10, 2 - 5 x 7, 4 – 4 x 5 and 16 wallet sized pictures
    - Digital Photograph
  - Photographs will be printed on photographic quality paper, with a luster or pearl finish
  - Families should be offered a selection of a least three (3) different backgrounds
  - Family Discount Plan – Families w/3 or more children in the district receive a special discount as follows: Families will pay full price for the first two children and receive 50% off additional orders thereafter
  
- **Staff Picture Day:**
  - Portraits will be taken on staff “Welcome Back” day (August 28<sup>th</sup>, 2019 for SY20) between the hours of 8:00 AM to 1:00 PM.
  - The photography firm must provide 4 photography stations and begin photographing promptly at the time noted above
  - The District expects to employ approximately 275 staff members this fall (SY20)
  
- **Staff ID's:**
  - Staff I.D. Badges will include:
    - First and last name
    - STAFF

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

- Masconomet Regional School District
  - The School Year (i.e. 2019-2020 for the first year)
- The badges will be a high quality picture printed on both sides on a crimson red (Pantone 187C), plastic, 3 1/4" x 2" placard with a clip to affix the badge to a lanyard or clothing
- Staff ID's shall be provided to employees on the same day, at the time of sitting
- **In addition to student and staff I.D.'s, the PV will provide:**
  - Similarly designed Visitor (30-green), Contractor (10-yellow) and Substitute (30 - crimson red) I.D. badges
  - An I.D. creating machine, software and supplies for school use.
  - A Student and Staff Directory sorted by grade and then staff alphabetically -30 copies.
  - Individual student and staff images provided on a CD or via a link for administrative use.
  - Photo packages for students who would not otherwise be able to afford package-30 copies
  - An Emergency card shall be provided which includes a 3x5 portrait and 2 safety cards connected to the National Center for Missing and Exploited Children for each student.
- **Customer service should include:**
  - Easy online ordering
  - A local or toll free number and office hours
  - Prompt, live, professional support service via phone and email
  - 2-business day turnaround time on all requests and services
- **Quality Control should consist of:**
  - Verifying and maintaining state-of-the-art equipment & software, continued inspection, and ongoing training
  - Photographs will be printed using photographic paper with either a luster or pearl finish
- **Software/Technology should be:**
  - Photograph database shall be compatible w/Power School student database
  - All technology tools and services comply with modern internet security best practices and protocols; including Secure Sockets Layer (SSL) encryption for payment and PII data, as well as extensive additional safeguards preventing school, parent, and student data from being compromised for any reason, at any time

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## 2) **Yearbook/Senior Portrait Photography**

Parents/incoming seniors receive letter from Masconomet explaining process for having senior portraits taken by the official Masconomet photography services vendor, which includes vendor contact information, appointment making, sitting fees, package pricing, proof viewing/selecting process, link to website, etc. No high-pressure selling is to be used by any agent or representative of the photographer. Studio resitting will also be made at no charge if the production is faulty as a result of production methods. If a student indicates at the time of the initial sitting that he/she is not going to purchase a package, the photographer will be required to take only two proofs.

Services include:

### A) Sitting

- Photography Firm (PV) books appointments for portrait sittings for students entering senior year during summer between April 1<sup>st</sup> and September 1<sup>st</sup>.
- The sitting fee will cover the initial session of one hour, with two outfit changes and the option of inside studio or outside studio. No sitting fees will be collected for location senior portrait sittings due to inclement weather (rain, hail, snow, excessive wind, heavily overcast skies, etc.). No additional fees will be collected to reschedule sittings cancelled for these reasons.
- PV will provide students option to reshoot free of charge if they are unhappy with their portrait so long as it occurs during the sitting.
- PV will offer sittings after September 1<sup>st</sup> to students who were unavailable during the summer at the same prices. These sittings may be scheduled after school or on weekends.

### B) Photographs

- PV photographs senior portraits digitally using professional camera, lighting and related studio equipment.
- PV provides proofs for students to see via secured digital link. Students/parents select image to be used for senior portrait.
- PV will offer the following three packages to parents:
  - 1) One 8x10, Two 5x7, and Eight wallet-sized photographs.
  - 2) One 8x10, Two 5x7, Four 4x5, and Eight wallet-sized photographs.
  - 3) Two 8x10, Four 5x7, and Sixteen wallet-sized photographs.

PV may offer additional packages of their choice, including digital file download, but the A, B, and C options must be included.

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

- PV will offer retouch services on a per case basis.

## C) Scholarship Program

- PV will waive sitting fee for students who are unable to afford it. District will provide a list of scholarship students (approximately 20).
- PV will offer one basic package of pictures.

## 3) Club & Sports Club Photography

- PV will set up and take a group photograph of each club. MRSD will provide a date, time and on-site location to facilitate this based on the season.
- PV will be available via email or phone to assist with any technical issues that arise concerning their products and services. The yearbook advisor for accuracy and quality must approve all images submitted for yearbook purposes.

### Student pictures - Yearbook

- PV will provide the yearbook advisor a digital copy of each portrait selected by student to be used in the yearbook.
- It may be provided via CD ROM, secured digital link, USB drive, or access to password-protected FTP site.
- Images must be sized as follows: 2" x 3" jpeg, vertically oriented, RGB color with a resolution of 600 by 900 pixels. Images should be color corrected and retouched (if student chooses this option).
- Images should be available no later than November 15<sup>th</sup> following the September 1<sup>st</sup> deadline.

### Sporting Events - Yearbook

- PV will send a photographer with experience photographing high school sports to one (1) game/match of each varsity and junior varsity sport (all 3 seasons) to take pictures which are to be used for yearbook purposes.
- PV will receive an athletic calendar with game times and locations for each sport for each season.
- Photographer should be equipped with a sports lens (300mm prime or zoom lens) in order to capture close-up images of players from sidelines.

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

- Photographer should capture action shots, sidelines, interactions between coaches and players, and some fan shots.
- Images must be sized as follows: jpeg, RGB color with a resolution of at least 2400 x 3000 pixels.
- Photographer will be sensitive to the environment of the sporting event and will not interfere with the game, players or coaches, and will be as discrete as possible.
- PV will provide the yearbook advisor a digital copy of each set of pictures of each varsity and junior varsity sport to be used in yearbook. It may be provided via CD ROM, secured digital link, USB drive, or access to password-protected FTP site. Images must be sized as follows: jpeg, RGB color with a resolution of at least 2400 x 3000 pixels.
- Images should be available no later than two weeks after the end of each sports season.
- These images become the property of MRSD and may be used without restriction by MRSD and their designated affiliates in perpetuity.
- PV will be available via email or phone to assist with any technical issues that arise concerning their products and services. All images submitted for yearbook purposes must be approved by the yearbook advisor for accuracy and quality.

#### 4) **Graduation Photography**

- PV will provide MRSD with professionally taken portraits at High School Graduation Ceremony in late-May/early June. The SY20 Graduation is scheduled for May 29<sup>th</sup>, 2020. This date will be provided in future years.
- PV will take photographs of each student receiving their diploma during graduation ceremony. Approximately 300 students will be photographed during the ceremony.
- Images may be purchased via PV website with a secure link.
- Photograph candid's before and during ceremony of students and parents for use in yearbook, newspapers, MRSD website, etc. These images become the property of MRSD and may be used without restriction by MRSD and their designated affiliates in perpetuity.



**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

## **Evaluation Criteria**

The evaluation criteria are divided into two parts; minimum requirements and evaluative criteria. All Proposals must be able to meet all the minimum criteria in order to be considered for further evaluation. Once we have determined that a Proposal meets the minimum criteria, we will then compare and contrast the services and experience in relation to the evaluative criteria provided in this section. To evaluate and rate the various services and experience, we will review information provided, contact and interview local schools who have engaged in similar services as requested in this RFP, and interview representatives who will be engaged in the services set forth in this RFP.

Selection Rating Factors used in evaluating each proposal will be categorized as: Highly Advantageous, Advantageous, Not Advantageous or Unacceptable.

### **Minimum Requirements**

1. PV must have been regularly engaged for at least five (5) years, prior to the date of this proposal, in the business of providing photographic services to a high school.
2. PV must be able to provide all of the requirements and services described in the specifications.
3. PV must have the credentialed staff described in the qualifications section.
4. PV must have performed and be able to demonstrate similar assessments for public sector entities in the past.
5. Have studio in close proximity.

### **Criteria Evaluation Data**

All interested parties must include the following information in their **Proposal**.

1. **Experience:** Describe recent prior experience providing photographic services to the similar size & demographics as MRSD. Provide a list of all current and past projects of a similar nature, including the name and telephone number of all clients during the past ten (10) years with specific experience with photographic services. Include a summary describing three (3) relevant projects with sample of images.
2. **Designated Personnel Relevant Experience:** Provide a list by name all key personnel that will be used and include 2 or 3 pieces (minimum 1 or 2 studio and outdoor photographs) per

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

person, whether in-house or outsourced. This shall include resumes and a list of their certifications where applicable. All resumes will also be included with the proposal. The Masconomet Regional School District reserves the right to interview and approve these individuals.

3. **Staff Availability:** Number of photographers to fulfill assignments (minimum of two (2) required) as well as coverage of selected activities and events both scheduled and on short notice.
4. **Demonstrated Success:** The PV will provide three (3) references that can provide excellent reviews regarding customer service, relationship with staff, quality of work and overall satisfaction with services.
5. **Proximity of Studio:** The PV studio location must be close in proximity.
6. **Outdoor Studio:** PV will offer option of an onsite outdoor studio.

**Reports:** Describe and submit examples of previous work of a similar nature, including any sample reports.

## Comparative Evaluation Criteria

### 1. Proposer's Experience:

*Highly*

*Advantageous:* More than 10 years of experience providing photographic services to a high school, one of which must be of similar size and demographics as Masconomet Regional School District (MRSD).

*Advantageous:* 7-10 years of experience providing photographic services to a high school, one of which must be of similar size and demographics as MRSD.

*Not Advantageous:* 5-7 years of experience providing photographic services to a high school, one of which must be of similar size and demographics as MRSD.

*Unacceptable:* Fewer than 5 years and/or has not provided photographic services to a high school.

### 2. Proposer's Designated Personnel Relevant Experience:

*Highly*

## MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

*Advantageous:* All key personnel identified by the Proposer to provide photographic and related services to MRSD having 5 or more years of experience providing such services to schools of similar size and demographics as MRSD.

*Advantageous:* 50% key personnel identified by the Proposer to provide photographic and related services to MRSD having 5 years of experience providing such services to schools of similar size and demographics as MRSD.

*Not Advantageous:* Less than 50% key personnel identified by the Proposer to provide photographic and related services to MRSD having fewer than 5 years of experience providing such services to schools of similar size and demographics as MRSD.

*Unacceptable:* No key personnel have 5 years of experience and have not provided such services to a school similar MRSD.

### 3. **Proposer's Staff Availability:**

*Highly Advantageous:* The Proposer has more than 7 photographers to provide senior portraits, underclass portraits, faculty portraits, all sports team group pictures, action sports shots during scheduled games, club group pictures, as well as coverage of selected activities and events both scheduled and on short notice.

*Advantageous:* The Proposer has 6 photographers to provide senior portraits, underclass portraits, faculty portraits, all sports team group pictures, action sports shots during scheduled games, club group pictures, as well as coverage of selected activities and events both scheduled and on short notice.

*Not Advantageous:* The Proposer has 5 photographers to provide senior portraits, underclass portraits, faculty portraits, all sports team group pictures, action sports shots during scheduled games, club group pictures, as well as coverage of selected activities and events both scheduled and on short notice.

*Unacceptable:* The Proposer has 4 photographers available to provide senior portraits, underclass portraits, faculty portraits, all sports team group pictures, action sports shots during scheduled games, club group pictures, as well as coverage of selected activities and events both scheduled and on short notice.

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

## 4. Proposer's Demonstrated Success:

*Highly*

*Advantageous:* The Proposer has three references that can provide excellent reviews regarding the proposer's customer service, relationship with yearbook staff, quality of work, and overall satisfaction with the partnership.

*Advantageous:* The Proposer has three references that can provide good reviews regarding the proposer's customer service, relationship with yearbook staff, quality of work, and overall satisfaction with the partnership.

*Not Advantageous:* The Proposer has three references that can provide fair and adequate reviews of the proposer's customer service, relationship with yearbook staff, quality of work, and overall satisfaction with the partnership.

*Unacceptable:* The Proposer does not provide three references.

## 5. Proximity:

*Highly*

*Advantageous:* The Proposers location will be 0-10 miles from the Tri-Town area.

*Advantageous:* The Proposers location will be 10-15 miles from the Tri-Town area.

*Not Advantageous:* The Proposers location will be 16-20 miles from the Tri-Town area.

*Unacceptable:* The Proposers location is over 20 miles from the Tri-Town area.

## 6. Outdoor Studio:

*Highly*

*Advantageous:* The Proposer will have a studio with an onsite outdoor studio.

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

*Advantageous:* The Proposer will have a studio with outdoor studio within walking distance.

*Not Advantageous:* The Proposer will have a studio with outdoor studio within 5-10 minute drive.

*Unacceptable:* The Proposer will use MRSD location for outdoor studio.

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**RFP SUMMARY FORM**

A Proposer's signature on this form represents that this proposal will remain in effect for ninety (90) days, that the proposal is made in compliance with the various provisions contained in said documents, and that all the requirements specified are fully understood. Based on the information provided in this RFP, the Photography Firm has conducted an examination of the documents and from them makes this proposal. A Photography Firm's failure to acquaint themselves fully with the conditions and requirements shall in no way relieve them from the obligations specified in this RFP. No claim for compensation will be entertained for work required to be done, when said work would have been revealed if a proper examination was performed.

The Photography Firm agrees that the services provided pursuant to this contract, as well as any modifications or enhancements made by the Photography Firm subsequent to acceptance, will be free from defects.

Number of years Company has been providing this service \_\_\_\_\_

**The undersigned proposes to furnish the services as specified in this RFP, at the prices proposed on the *Price Proposal Form* and within the time specified or are otherwise so noted clearly, and repeatedly in the technical proposal.**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

By \_\_\_\_\_ Title \_\_\_\_\_

please print

Signed \_\_\_\_\_ Date \_\_\_\_\_

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

Client List

List the exact name of your firm.

Name	Telephone
Address	City/State/Zip

Indicate below at least ten (10) current references of similar size and complexity (preferable public schools):

Client Name	Client Name
Address	Address
City/State/Zip	City/State/Zip
Telephone	Telephone
Contact	Contact
Client Name	Client Name
Address	Address
City/State/Zip	City/State/Zip
Telephone	Telephone
Contact	Contact

# MASCONOMET REGIONAL SCHOOL DISTRICT PHOTOGRAPHY SERVICES

---

Client Name

Client Name

Address

Address

City/State/Zip

City/State/Zip

Telephone

Telephone

Contact

Contact

Client Name

Client Name

Address

Address

City/State/Zip

City/State/Zip

Telephone

Telephone

Contact

Contact

Client Name

Client Name

Address

Address

City/State/Zip

City/State/Zip

Telephone

Telephone

Contact

Contact



**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**CERTIFICATE OF FOREIGN CORPORATION**

The undersigned hereby certifies that it has been duly established, organized, or chartered as a corporation under the laws of:

\_\_\_\_\_

(Jurisdiction)

The undersigned further certifies that it has complied with the requirements of M.G.L. c. 30, & 39L, and with the requirements of M. G. L. c. 181 relative to the registration and operation of foreign corporations within the Commonwealth of Massachusetts.

Name of person signing proposal \_\_\_\_\_ -

\_\_\_\_\_

Title \_\_\_\_\_

Signature of person signing proposal

\_\_\_\_\_

Date \_\_\_\_\_

Name of Business (Please Print or Type)

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Corporate Seal Here (if applicable)

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**CERTIFICATION OF NON-COLLUSION  
AND  
CERTIFICATION OF TAX COMPLIANCE**

As required under **Chapter 687 of the Acts of 1989**, all bidders must certify to the following by signing this page in the space indicated below.

**CERTIFICATION OF NON-COLLUSION**

Pursuant to **M.G.L. Ch.30B, s10**, the undersigned hereby certifies, under penalties of perjury, that this bid or proposal has been made and submitted in good faith and without fraud or collusion with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

**CERTIFICATION OF TAX COMPLIANCE**

Pursuant to **M.G.L. Ch.62C, s49A**, I hereby certify, under penalties of perjury that to my best knowledge and belief that the undersigned bidder has filed all state tax returns and paid all state taxes required by law.

\_\_\_\_\_ or \_\_\_\_\_  
Social Security Number                      Federal I. D. Number

<b>Company Name</b> _____	
<b>Business Address</b> _____	
_____	
<b>Email</b> _____	
<b>Telephone Number</b> _____	
<b>Representative</b> _____	<b>Title</b> _____
(please print)	
<b>Signature</b> _____	<b>Date</b> _____

**MASCONOMET REGIONAL SCHOOL DISTRICT  
PHOTOGRAPHY SERVICES**

---

**PRICE PROPOSAL – PHOTOGRAPHY SERVICES RFP**

The Proposer’s signature on this form represents that this bid will remain in effect for 90 days, that the bid is made in compliance with the various provisions contained in said documents; and that they have informed themselves fully with regard to the specifications and has made their own examination and estimates and from them makes this bid. A Photography Firm’s failure to visit the site and acquaint themselves fully with the conditions and equipment shall in no way relieve the contractor from obligation with respect to the bid. No claim for additional compensation will be entertained for work required to be done which preliminary examination at the site would be revealed as necessary to accomplish the purpose intended as described herein.

**Student Packages**

Basic- 1-8x10, 2-5x7, and 8 wallet sized pictures	\$ _____
Deluxe- The Basic Plus 4-4x5 pictures	\$ _____
Premium- 2-8x10, 2-5x7, 4-4x5 and 16 wallet sized pictures	\$ _____
Digital Downloadable Image (per image)	\$ _____

**Senior Photos**

Basic- 1-8x10, 2-5x7, and 8 wallet-sized photographs	\$ _____
Deluxe- 1-8x10, 2-5x7, 4-4x5, and 8 wallet-sized photographs	\$ _____
Premium- 2-8x10, 4-5x7, and 16 wallet-sized photographs	\$ _____
Digital Downloadable Image (per image)	\$ _____
Sitting Fee	\$ _____

**Graduation Photos**

Digital Downloadable Image (per image)	\$ _____
--	----------

<b>Company Name</b> _____
<b>Business Address</b> _____ _____
<b>Email Address</b> _____
<b>Telephone Number</b> _____
<b>Representative</b> _____ <b>Title</b> _____ (please print)
<b>Signature</b> _____ <b>Date</b> _____