

WASHTENAW COMMUNITY COLLEGE
Purchasing Department – Room SC 326
RFP # 6858 – Photography Services
RFP Due Date: 05/26/2026 @ 2p.m. EST

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WASHTENAW COMMUNITY COLLEGE Request for Proposal #6858

Photography Services

Submit proposals electronically via email to:

Lydia Scheets

Washtenaw Community College

pur@wccnet.edu

1.0 Proposal Invitation

Washtenaw Community College (“College” and/or “WCC”) seeks proposals from qualified Suppliers of Photography Services. This is an indefinite scope-indefinite delivery RFP; the primary goal of this RFP is to increase the pool of independent photography contractors to perform miscellaneous photography services as needed through the term of this solicitation. The selected supplier will be able to provide all deliverables outlined in the RFP.

Response to this RFP confirms an understanding that this is *not* a contract or offer of business by the College. This request for proposal in no manner obligates the College to the eventual purchase of any products or services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the College without penalty or obligation at any time prior to the signing of an agreement, contract, or purchase order. In submitting a proposal, Supplier agrees that all materials associated with, attached to, or referenced by the submitted proposal will become the property of the College and may be incorporated into a subsequent contractual agreement between the successful Supplier and the College.

The College is not liable in any manner or to any extent for any cost or expense incurred by the Supplier in the preparation, submission, presentation, or any other action connected with proposing or otherwise responding to this RFP. Such exemption from liability applies whether such costs are incurred directly by the Supplier or indirectly through the Supplier’s agents, employees, assigns, or others, whether related or not to the Supplier.

The College reserves the right to reject any and all proposals and waive any irregularities. Proposals which fail to comply fully with any provisions of this document may be considered invalid and may not receive consideration. The College also reserves the right to negotiate terms and conditions of a contract with the chosen Supplier. The College reserves the right to award a contract based on any combination of the specifications described herein.

The awarded Supplier’s proposal response shall be subject to and governed by the College’s Terms and Conditions for services located at [Terms and Conditions for Services Provided to WCC](#) as a condition of award, and are hereby incorporated herein as a substantive part of the solicitation documents. In the event there is any conflict or inconsistency between the Terms & Conditions referenced in the RFP documents and those included in a Supplier’s Proposal response, Supplier’s quote, or listed on the Supplier’s website, the Terms & Conditions of the RFP documents shall govern. Proposal submissions must include all exceptions to the College’s terms and conditions of purchase. A purchase order signed by an authorized agent of the College is required to constitute acceptance of Proposal offer and offer terms and conditions of service. This RFP and any subsequently offered contracts will be governed by the laws of the State of Michigan. Any and all applicable valid executive orders, Federal, State or local laws, ordinances or rules or regulations shall apply to any contract if and when offered and are deemed incorporated herein.

As a public institution, the College is subject to the terms and conditions of the Freedom of Information Act. As required by law, any information submitted in response to this request for proposal could become public information. Suppliers responding to this proposal are cautioned not to include any proprietary

information as part of their proposal unless such proprietary information is carefully identified in writing as such and accepted by the College as proprietary. Any documents submitted may be reviewed and evaluated by any person at the discretion of the College, including non-allied and independent Suppliers retained by the College now or in the future.

Proposals must be comprehensive by including all services and costs necessary to meet the business and technical requirements of the College as outlined in this RFP. In addition, the proposal must specify a detailed approach/methodology, Supplier and College staffing requirements, and any other assumptions to achieve the goal of this RFP.

Award of a contract will be based on the best overall proposal. The College expects to award to a pool of candidates based on the best overall proposals and offerings. No work shall begin under the award of this RFP until a valid purchase order is sent to the supplier from WCC's purchasing department. Criteria for award may include but are not limited to:

- Price
- Proposals that include the specifications contained herein
- Customer references
- Estimated deliverable timeline
- Combination of offerings
- Quality of overall work
- Customer service and responsiveness
- Experience & creativity.

The College reserves the right to request follow-up information such as questions, presentations, and demos prior to contract award. The College expects to expand the current pool of Suppliers for an initial term beginning on the date of award notice through September 30, 2026, with automatic yearly rollover through September 29, 2028, terminable for convenience by either party at any time with 30-day notice.

2.0 Planned RFP Schedule

RFP issued – 04/30/2026

Deadline to submit questions – 05/12/2026 by 2:00 p.m. EST Questions shall be addressed to Lydia Scheets, Purchasing Agent, at pur@wccnet.edu

College response to questions – 05/13/2026 by 2:00 p.m. EST posted on the WCC Purchasing website <https://www.wccnet.edu/about/purchasing/bids-rfp.php>

RFP due date – 05/26/2026 at 2 p.m. EST

3.0 Submission Directions

Submit proposals to: PUR@wccnet.edu Attn: Lydia Scheets – Purchasing Agent; RFP #6858

Submit **one (1)** electronic proposal, including the required Signature Page in PDF format. Faxed and mailed replies are not acceptable and will be rejected. Supplier assumes all responsibility for delivery to the location given above on or before the due date and time.

4.0 Project Scope

The College is seeking experienced photographers for event, marketing, promotional/environmental, portrait, and other related photography to be used in web and print publications. WCC will retain all ownership and intellectual property rights for any and all media produced, ownership rights shall be assigned to the College and shall be perpetual and irrevocable, unless otherwise agreed to in writing by the client and the photographer.

Services will be requested on an as-needed basis when photography needs are identified. Timelines for completion may vary. Supplier will be provided with the timeline prior to the event and expected to meet all dates of the timeline. Work will be completed in cooperation with an established team of WCC staff including the Director of Media Relations, Director of Communications, and the VP of Marketing and PR and/or additional marketing staff.

Under the direction of the authorized WCC staff, the Supplier will provide high-resolution, high-quality photography services. Awarded suppliers may photograph but are not limited to:

- Events, sites, people and seasons
- Portraits, business and industry subjects, capturing concepts that fit emerging sector areas
 - a) Portraits of WCC employees, leadership, students, and event attendees must convey professionalism, a confident demeanor and a warm, welcoming energy. Subjects should have a natural, environment-oriented backdrop rather than a studio backdrop.
- Quality of life images as well as enterprise shots the photographer may conceive to showcase in our publications, on our website, and various promotional materials
- Shots that could work for multiple media: Outdoor, out-of-home, including signage, web, social, print, etc.

Sample Events requiring Photography may include but are not limited to:

- Board of Trustees' meetings – 4th Tuesday of the month (evening event)
- Honors Convocation (May)
- Commencement – Saturday (May)
- Veteran's Day event (November)
- Welcome Day on campus – September and January
- Location photo shoots with students/alumni on-campus and off-campus

5.0 Project Requirements

Responsible bidders will be determined by the samples and references included in their proposal. At a minimum, bidders must demonstrate experience delivering professional photography services customary for their trade.

- Photo size requirements may vary by assignment, but a standard minimum size expected is at least 3,000 pixels wide for publications. Photos that are known to be intended for a larger marketing piece, may require being 5,000 pixels or higher.
- Photographers shall be at the location and checked-in with the WCC contact person listed on the WCC project form/schedule at least 30 minutes prior to the scheduled time of the photo shoot. The timeframe will be discussed and agreed upon prior to acceptance of the project.

- Photographers shall be responsible for securing WCC release forms for each photo shoot. The completed form shall be provided with all other deliverables to an authorized WCC staff member.
- All work must be acceptable as to its aesthetics and composition. It must have clean lines, crisp quality and high-resolution output. Different perspectives (very close or wide lens views) are also needed. Authorized WCC staff will determine if the work is acceptable.
- Awarded suppliers are expected to find creative and interesting shots and then provide necessary information about the image: Names of subjects and/or events, date, location, and photo consent approvals using WCC consent forms.
- Photographers shall provide WCC any and all photographs taken on WCC's behalf delivered to the media of WCC's choosing. All work produced on behalf of WCC is the exclusive property of WCC., in all instances of photography style, every image captured in the span of time it takes to fulfill the assignment becomes the property of WCC.

Sample Photography Styles

- **Event Photography:** Photographer will attend the event on or off site (WCC campus) and take photos to capture the activities in a journalistic style. Photos are delivered within 2-5 days of the event via Flickr, Dropbox, Google docs, FTP, or PhotoShelter for easy access and viewing as “unedited or unprocessed” images. Earlier turnaround times may be required in order to meet printing deadlines. Minimal photo editing or weeding out of bad shots may be requested but all shots taken at the event should be delivered as high-resolution deliverables.
- **Portrait Photography:** After a photo session, a series of images are presented for the client to choose a smaller number of final shots to be edited/processed and then delivered as high-resolution press ready photographs. All photos taken during the session are to be delivered, but the selected final photos would be delivered as press ready.
- **Editorial/Artistic Photography:** Photos that tell a story about an abstract concept (technology; the workplace, culture, etc.). These types of photo assignments require the photographer (along with the WCC client) to generate ideas for how to capture concept photos and then compose and capture the images to tell the story. After the shoot, a series of images are presented to the client to choose a smaller number of final shots to be edited/processed and delivered as high-resolution press-ready photographs. All photos taken during the photo shoot are to be delivered, in addition to the selected press-ready photos.
- **Sense of Place/Location Photography:** Services may be required at other locations. Locations may include specific businesses or events which capture the character of the place in order to tell a story. Deliverables would likely be similar to Event Photography where all raw photos are delivered as “straight off the camera” rather than artistically edited and press ready. The College may request photos to be shot live and forwarded to a member of the Marketing/Communications team during an event or meeting. Camera equipment must be Wi-Fi enabled with video capability.

6.0 Pricing

- Provide list pricing with an explanation of the cost for the services included in this RFP; pricing must also include additional edits or revisions.
- Pricing must outline costs of products or services, rates by individual, travel expenses and any other costs incurred as well as all assumptions. Include license fees, maintenance fees, all hardware, software, and training costs required to meet the primary objectives as stated in this RFP. Clearly identify what licenses and hardware are WCC's responsibility and what is included in Supplier pricing. Washtenaw Community College holds a tax-exempt status and shall not be charged any Federal or State taxes where allowed. Tax-exempt documentation shall be presented when required.

7.0 RFP Requirements - General

The following requirements must be met when responding to this RFP:

- A.** A comprehensive solution to achieve the objectives listed above.
- B.** The supplier must warrant its products and services to the requirements and objectives in this RFP.
- C. Proof of Insurance** - shall be maintained and a copy shall be provided to the College. No changes are permitted in the insurance coverage unless agreed to in writing by the College. Insurance shall be maintained for the following coverages in the amounts stated below.
 1. Commercial general liability insurance, including contractual products and completed operations insurance (\$1 million per occurrence/\$2 million annual aggregate)
 2. Professional Liability/Errors and Omissions Insurance (\$1 million per occurrence/\$2 million annual)
 3. Automobile liability for owned, non-owned and hired vehicles minimum limit (\$1 million each accident)
 4. Supplier agrees to have Washtenaw Community College added as additional insured
- D. References** - The Supplier must provide 3 current customer references with samples of prior successful productions. References should reflect organizations that have similar requirements and business goals, scope of work and contract value. In addition, at least one reference from the educational space is preferred.
- E. Supplier Company Information**
 1. Background - Brief history and background of your company as well as the length of time you have supplied services requested in this RFP.
 2. Industry Recognition - What industry recognition has your company received?
 3. Implementation -Please describe how you go about implementing services requested in the RFP.

SIGNATURE PAGE

This page must be signed and submitted with the proposal.

By virtue of submittal of a proposal, supplier acknowledges:

- That all of the requirements of this RFP have been read and understood.
- Supplier is presently not debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from covered transactions by any Federal department or agency.
- Any responses, materials, correspondence, or documents provided to WCC are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with the Act.
- By signing below the supplier warrants that the information submitted is complete and factual and that the individual signing below has authority to enter into this on behalf of the supplier.
- Unless agreed to in writing by WCC and the supplier, in the event there is any conflict between the Terms & Conditions referenced in this RFP and those included or referenced in any response to this RFP, the Terms & Conditions referenced herein shall prevail.
- Proposal and pricing shall remain valid for ninety (90) days.

Printed Name

Title

Company Name

Signature

Address

Email

City, State, Zip

Phone

By signing above, supplier agrees to comply with all applicable federal, state, local and College laws, rules and regulations in providing goods and services under this agreement.