

## REQUEST FOR PROPOSAL FOR IBE PHOTOGRAPHY SERVICES

### I. Contact Information

Event Name: Indiana Black Expo's Summer Celebration  
Event Host Organization: Indiana Black Expo, Inc.  
Key Contact Person: Carina Hall  
Job Title: Marketing & Communications Intern  
Mailing Address: 3145 North Meridian Street  
Indianapolis, Indiana 46208  
Phone: (317) 925 – 2702  
Fax: (317) 925 – 6624  
Email Address: [prcom@indianablackexpo.com](mailto:prcom@indianablackexpo.com)  
Web Address: [www.indianablackexpo.com](http://www.indianablackexpo.com)

Preferred Method of Communication – EMAIL

### II. Event Profile

Event Start Date: 07/08/10  
Event End Date: 07/18/10  
Event Location: Indiana Convention Center, Conseco Fieldhouse and American Legion Mall in Indianapolis, Indiana

#### **About Indiana Black Expo, Inc.**

Indiana Black Expo, Inc. was incorporated in 1970 and currently has 12 chapters in the state of Indiana. Indiana Black Expo, Inc.'s annual Summer Celebration in July serves as its signature fundraising event. Summer Celebration showcases African-American achievement, offering a range of business and educational workshops, health screenings and wellness programs, employment opportunities, exhibits, youth activities and concerts.

#### **Mission Statement:**

Indiana Black Expo, Inc. has been a pillar of the African-American community since 1971. Its mission is to serve as an effective voice and vehicle for the social and economic advancement of African-Americans.

#### Attendee Profile

Expected Total Event Attendance: 300,000

### **III. Requirements**

#### **A. Specifications**

1. Provide Indiana Black Expo, Inc. with photography labor and CDs along with the transfer of copyrights – final CDs to be delivered to Indiana Black Expo, Inc. within seven days after the event. All photographic services will be provided based on a final schedule, which will follow at a later date and considered an inclusion to this Agreement.
2. Provide onsite digital images as needed for media requests.
3. Provide a Certificate of Insurance naming all required entities as additionally insured.
4. Maintain as proprietary and confidential all information concerning Indiana Black Expo, Inc. and its affiliated groups
5. Ensure that photographs at all events will include sponsor signage
6. Ensure that photographer captures sponsor representatives, dignitaries and VIPs at all events.
7. Provide all photos in organized folders by event.

#### **B. Areas**

##### **ARTS AND ENTERTAINMENT**

IBE Film Festival 7/10 - 7/11	Crowd, film makers, sponsors, sponsor signage, keynote speakers
Cultural Arts Pavilion, 7/15 – 7/18	Sponsor at the podium, crowd, art, winning booth, partner exhibits, sponsor signage, keynote speakers, sponsors
Fashion Show, 7/17	Pictures of opening and closing, sponsor signage, models
Live Entertainment Hall, 7/16 – 7/18	Crowd, sponsor signage, entertainers
Free Concert, 7/18	Celebrities, stage, crowd, sponsor signage
Chairman & President's Reception, 7/16	Awardees w/ presenters, crowd, sponsor signage, sponsor entrance, sponsors w/ awardees
All White Affair Kick-Off Party, 7/16	Celebrities w/sponsors, crowd, sponsors, sponsor signage, celebrities and hosts
Ol' Skool Party, 7/17	Celebrities w/sponsors, crowd, contest winners, sponsors, sponsor signage, celebrities and hosts
Exhibit Floor, 7/16 - 7/18	Sponsor zone, large exhibits, crowd

**YOUTH AND FAMILY**

Celebrity Basketball Game, Holla Back Teen Forum & Teen Bling, 7/17	Sponsors, sponsor signage, celebrities, staff, crowd, attendees
Kids' World, 7/17	Sponsors, sponsor signage, keynote speakers, participants
Children's Day 7/12	Sponsors, sponsor signage, keynote speakers, participants
Youth Entrepreneur Series, 7/13-7/14	Sponsors, sponsor signage, keynote speakers, participants
Youth Empowerment Summit 7/16-7/18	Sponsors, sponsor signage, keynote speakers, participants

**BUSINESS TO BUSINESS**

Corporate Luncheon 7/15	Sponsors, celebrities w/sponsors, program participants, MC's, awardees w/presenters
Educational Conference 7/15-7/16	Sponsors, sponsor signage, keynote speakers, program participants and attendees
Black Business Conference 7/12-7/16	Workshops, presenters, crowd, VIP's, committee that planned the events, sponsors, sponsor signage, keynote speakers
Employment Opportunity Fair 7/15	Crowd, sponsor booths, entrance, sponsors signage, attendees and booths

**OTHER**

Consumer Exhibition Hall including sponsor zone, community/government zone, education zone, corporate zone, style zone, retail zone and health fair, 7/15 – 7/18	Pictures of large exhibitors, winners of best exhibit contest, pictures of VIP's interacting at exhibits
Praise & Worship Service, 7/18	Crowd, pastor, choir, performers
Ecumenical Service, 7/8	Crowd, speakers, pastor, choir

**C. Insurance Requirements**

Commercial General Liability Certificates of Insurance must show the following: Combined single limit of liability in the amounts of \$1,000,000 per occurrence/\$2,000,000 general aggregate. The Additional Insured's should be listed as Indiana Black Expo, Inc. and the event facility with respect to their vicarious liability.

Chosen provider shall have its carrier provide Indiana Black Expo, Inc. with a certificate evidencing the required insurance coverage prior to commencing services under this Agreement. Also warrants that it will have in full force at all

times during the term of this Agreement a policy of workers compensation insurance which meets all federal and state requirements.

#### **IV. Partnership Benefits**

Showcasing your photography service before Summer Celebration attendees provides prime marketing exposure that may result in new business to your company. Based on the approximate value of the service, Indiana Black Expo, Inc. will extend the following sponsorship level and benefits at Summer Celebration:

- A. Bronze Sponsorship status that includes:
  - 1. 10x10 exhibit space in Sponsor Zone
  - 2. Signage placement in Sponsor Lounge
  - 3. 3 public announcements in Exhibition Hall during the three-day cultural exposition
  - 4. Company name on video screens at Corporate Luncheon
  - 5. One-half table (5 tickets) at Corporate Luncheon
  - 6. Quarter page color ad in Summer Celebration Commemorative Edition of Expose' Magazine
  - 7. Listing in IBE Annual Report
  - 8. Listing in 2011 Sponsor and Exhibitor Packages
  - 9. Invitations for 4 to Chairman & President's Reception
  - 10. 2 sponsor badges
  - 11. 4 exhibitor badges
  - 12. 2 general admission tickets to the Exhibition Hall
  - 13. Photographer named as the Official Photographer for each of the Summer Celebration events
  - 14. Placement of Official Photographer related materials at Summer Celebration events

#### **V. Proposal Specifications**

The RFP issuer expects that all work will be performed in a professional manner.

##### **Questions:**

Direct all questions and requests for additional information regarding this RFP to the contact person designated in Section I (Contact Information).

##### **Decision Making Process:**

Final Decision Maker (Name & Role): Perry Hines, Chief Operating Officer

##### **Timeline:**

- RFP Published Date: 4/9/2010
- RFP Distribution Date: 4/9/2010
- Proposal Due Date and Time: 5/1/2010
- Proposal Presentation Dates: N/A

- Decision Date: 5/15/2010

Decision Notification Method – EMAIL

**Key Decision Factors:**

Selection is based on the following criteria, rated by how they will play a role in proposal evaluation (1 is critical, 3 is important, and 5 minimally important):

Decision Factor	Rating
Ability of vendor to provide high level of service	
Age and types of equipment to be provided	
Amount of equipment owned by the vendor	
Availability of required equipment	
Information provided in response to the RFP	
Overall cost of services	
Recommendations from previous and existing clients	
Staff Experience	
Other:	

**Instructions for Responding:**

- Each proposal responding to this RFP must include the information requested in Section V (Proposal Content) of this RFP (in the order presented).
- Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor.
- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.
- Incomplete and/or late responses will not be considered.

**VI. Proposal Content**

Each proposal responding to this RFP must include the following information (in the order presented here).

Company Name:

Mailing Address:

City:

State/Province:

Zip/Postal Code:

Country:

Web Site:

**Primary Contact:**

Full Name:

Job Title:

Employer:

Mailing Address:

City:  
State/Province:  
Zip/Postal Code:  
Country:  
Phone:  
Fax:  
Mobile Phone:  
E-mail Address:  
Web Address:

**Experience:**

For how many events of similar size and scope as the one described in Section II of this RFP has the company provided services in the past three years?

When was the company founded?

What is the company's scope of services?

Describe the company's working relationship with the facility selected for this event (named in Section II – Event Profile)?

Can the company meet the event's specific staffing requirements with its own staff?

**References:**

Provide three references for events similar in size and scope to the one outlined in Section II (Event Profile) of this RFP.

**Attachments:**

The following are attached to this proposal:

- Inventory listing of equipment that will be used
- Listing of all services and related costs that the company can provide