



**University of Massachusetts Amherst
Department of Procurement**

**Request for Bids:
Professional Still Photographic Services
for Commencement 2008
per the attached specifications**

**RFB# AA08-RH-2727
Bid Opening Date – April 17, 2008 @ 2:00 p.m.**

GENERAL INSTRUCTIONS AND OVERVIEW OF THE RFP

The University of Massachusetts Amherst is seeking proposals from qualified vendors to offer professional still photographic services at its three commencement ceremonies. It is the University's intent to permit a single firm to provide this service, thereby minimizing disruptions and confusion during the commencement ceremonies. The successful bidder will offer 5'x7' individual photographs to each graduate. Bidders who wish to offer other sizes and/or packages should identify those options in their offers and provide price information for each offering. The decision to purchase the photographs will be left to the individual graduate and will not be mandatory. All monetary transactions for photographs taken and sold will be between the graduates and the successful bidder.

Term – The University is interested in building a long-term relationship with the successful bidder. Therefore, the University will enter into a one (1) year agreement with an option to renew the contract annually for four (4) additional one (1) year terms. The University will reserve the right to exercise the renewal option on the vendor's previous performance at the commencement ceremonies and prevailing economic conditions.

Commencement dates: May 23 and 24, 2008

May 22 and 23, 2009

May 14 and 15, 2010

May 13 and 14, 2011

To be announced, approximately May 11 and 12, 2012

SCOPE OF WORK

Three separate ceremonies. Descriptions and requirements for each follow.

All three ceremonies:

- The successful bidder will provide all personnel required to identify the graduate for later matching to the photographs as well as all personnel required to set up and do the still photography. The system to obtain identifying information must be a non-intrusive system which does not interrupt or detract from the ceremony. The photographers and related personnel must not interfere with the speed of the processional or the ceremonies.
- The university will not provide name cards or any means of identifying graduates. Graduate identification is the responsibility of the still photographer. The photographer should specify what system it will use to assure that photos are matched with the appropriate graduate.

- Public relations shots are requested of all activities related to the ceremonies. Candid audience and participant shots are requested before and during the ceremony.
- All arrangements must be approved by the Director of Commencements prior to the ceremony.
- The successful bidder will receive the exclusive rights to capture the photographic images of graduates at the ceremonies for resale to the graduates.

Friday, May 23, 2008, 11:00 a.m. – 12:30 p.m., Stockbridge School of Agriculture Commencement

The University anticipates that approximately 110 graduates will participate in the ceremony on Friday, May 23, 2008, 11:00 a.m. The ceremony takes place indoors in Bowker Auditorium in Stockbridge Hall. The graduates are seated alphabetically by major. The graduates process single-file to the stage. Names are read from a list by the advisor. The photographer will receive the same list. The photographer's list includes contact information for the graduate. Candidates are greeted by the Director, the Dean, the Chancellor, and the President. Two still photographs should be taken, one as the Director is greeting the graduate and presenting the diploma cover, and the second as the graduate processes off the stage. An attractive and appropriate background must be provided by the successful bidder for the second photo. In addition, a class photo is taken with all graduates posed outdoors on the front steps of Stockbridge Hall.

Friday, May 23, 2008, 2:00 – 4:00 p.m., Graduate School Commencement

The University anticipates that approximately 750 graduates will participate in the ceremony on Friday, May 23, 2008, 2:00 p.m. The ceremony takes place indoors in the Mullins Center, a sports/conference center. The graduates are NOT seated in a specific alphabetical order. The graduates are escorted single-file to the stage. Names are read from a card the graduate presents to the reader. PhD candidates are individually hooded by Faculty Marshals and then are greeted by the Dean, the Chancellor, and the President. Masters Degree candidates are greeted by the Dean, the Chancellor and the President. One still photograph should be taken when the graduate is greeted by the President. The videographers will be recording for live feed to the video screens and will be standing beside the still photographer. The still photographers must cooperate with the videographer so that both have satisfactory camera views of the dean/graduate greeting.

Saturday, May 24, 2008, 12:30 p.m. Undergraduate Commencement

The University anticipates that approximately 4,200 undergraduates will participate in one single ceremony on Saturday, May 24, 2008, 12:30 p.m. The ceremony takes place outdoors in a football field, rain or shine. The students are NOT seated in a specific order. At the end of the ceremony, the graduates are escorted single-file in four lines moving simultaneously forward to four separate stations (tables) on the field. At the table, a Dean greets each graduate and presents the graduate with a medal (which will be worn with a ribbon around the neck). The graduate then is escorted out of the stadium by volunteer marshals. Four videographers (one at each greeting station) will be recording the dean greeting the graduate with live feed to video screens. The still photographers must cooperate with the videographers so that both have satisfactory camera views of the dean/graduate greeting. Two still photographs should be taken, one as the graduate is processing forward, the second while the dean is greeting the graduate. An attractive and appropriate background must be provided by the successful bidder such that the grandstand audience is not visible.

PROPOSAL FORM AND CONTENT

General Instructions – Proposals shall be submitted and signed by an agent authorized to contractually bind the firm submitting the proposal.

Required Elements of the Proposal – The following required elements must be included in the bidder's response to this RFP:

1.0 Products, Services and Customer Support by Graduation Photo Company

1.1 Solicitation of Graduates -- Proposals must define what methods will be used to contact the commencement participants prior to, and/or after the ceremonies and provide examples of all information that will be provided to the graduates in the photo order solicitation process.

1.2 Products and Prices – Proposals must provide lists of products and prices which the Photography Company contemplates offering to the graduates. Include normal shipping and handling charges if applicable. Sample photos should also be included.

1.3 Delivery Schedules -- Proposals must state delivery schedule for the number of days to post photo proofs online, to mail photo proofs to prospective purchasers, to deliver the finished prints to purchasers and the mode of delivery. Supportive statistics from the vendor's quality control procedures are useful in establishing these baselines. Also included should be a description of the tracking method used to track photographs relative to the individual as well as the institution.

1.4 Additional Services Available -- Proposals must identify additional services the successful bidder is prepared to provide to the students and the cost for each.

1.5 E-Commerce Innovations Available – Describe the nature of online viewing and ordering of photos, online order entry, customer service and/or problem-resolution, and online privacy protection afforded graduate photos. Explain whether photography company web site is self-hosted or outsourced and how this is related to web-site reliability, timeliness of proof viewing, features available, and privacy protections afforded graduates and their families. Provide statistics on these items as appropriate as well as supporting color screen shots of appropriate web pages.

2.0 Event Management and Event Execution by Graduation Photo Company

2.1 Equipment To Be Used -- Proposals shall list the photographic equipment the bidder will use to provide the services described herein. In addition a written plan of execution of the ceremonies must be provided.

2.2 Online Innovations Supporting Event Management and Execution – Describe any novel digital technologies or online innovations used by the company to support the management and execution of large-scale graduation events and to manage both the work team of on-site photographers and the off-site support team as it relates to event execution.

2.3 Qualifications of Bidders – Proposals will be considered from firms with a demonstrated history of successfully providing similar service to other institutions of higher education with similar requirements. Vendors must provide evidence of experience, performance ability and/or financial surety that the University deems necessary to fully establish the performance capabilities represented in the vendor's proposal. Included should be a list of photographers expected to work at the commencement ceremonies and their years of experience in this type of work. If any on-line innovations are used in the process of managing or executing the event they should be noted in this section.

2.4 References - All offers shall include five (5) references for which the vendor has provided services for 4 years or longer, similar in scope, venue, and size to those identified herein. Specifically the vendor would indicate those institutions of higher education with graduating classes greater than 3,000 with whom the vendor has worked. Vendor must specify references from schools with a format for recognizing graduates similar in number of lines and number of photographs to the format of the undergraduate ceremony. At a minimum, the name of the institution, a contact person and a telephone number shall be provided.

3.0 Relationship of University Event Managers and Graduation Photo Company

3.1 Payment to University -- Proposals must define what payment, if any, the successful bidder will provide to the University.

3.2 Requirements for University -- Proposals must define what, if any, specific requirements the successful bidder would have of the University to provide these services.

3.3 Additional Value Added Services -- Proposals must explain, what, if any, value added services it will provide to the University, including but not limited to marketing support for University initiatives. These can include value-

added on-line services such as co-branded web sites, alumni staffers and links to key university web pages from the Photography Company web site. If other products or services are available that are beneficial to other university offices, i.e. Alumni or Development, identify these products and services and provide relevant references, samples, cost data, and implementation options.

3.4 E-Commerce Innovations Available -- Proposals must explain, what, if any, e-commerce features and/or on-line innovations will be utilized to save University Event Managers time and/or money in the process of managing both the relationship with the photography company and the actual taking of graduate photos at the event.

Term – The University is interested in building a long-term relationship with the successful bidder. Therefore, the University will enter into a one (1) year agreement with an option to renew the contract annually for four (4) additional one (1) year terms. The University will reserve the right to exercise the renewal option on the vendor’s previous performance at the commencement ceremonies and prevailing economic conditions.

Price Escalation – prices quoted in response to this response for proposals shall remain fixed for one (1) year. The price for contract extensions, as specified in the preceding paragraph, shall be subject to negotiation. However, the University will not consider price increases in the absence of evidence which documents that the bidder costs have increased.

Evaluation – Proposals will be evaluated by the appropriate committee of the University. Offers will be evaluated on the basis of experience, expertise, quality of references, services offered and price. The University will make an award to the vendor, which, in the University’s opinion, will offer this highest level of quality and service to the graduates. The University will be guided by the evaluation matrix (attached) as it makes this evaluation.

For further information contact:

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