

# Request for Proposal for School Photography

**For the ConVal School District  
106 Hancock Road  
Peterborough, NH 03458  
603 924 3336**

***Submission Due Date: ...August 15, 2022 10:00 AM***

The ConVal School District invites proposals for student and school photography services for an initial three (3) year term for the 2022-23 through the 2024-25 school years with an option for extension of up to two (2) additional years. The Request for Proposal (RFP) will be available upon request from the ConVal School District Business Office or online at [www.convalsd.net](http://www.convalsd.net). Proposals may be delivered in person, by courier, or by USPS to the ConVal School District Business Office located at 106 Hancock Road, Peterborough, New Hampshire 03458.

All proposals must be received by 10:00 AM EDT. The ConVal School District reserves the right to extend this deadline by providing a written addendum to the RFP.

***Proposals submitted by facsimile or electronic mail will not be considered.***

## ConVal School District – School Photography RFP

### **Request for Proposal (RFP) Invitation**

The ConVal School District (herein referred to as the “ConVal School District”) is soliciting proposals from qualified vendors to provide school pictures and photography services relative to school-based activities.

This RFP covers school pictures and photography services for all school levels – elementary, middle, and high school – as well as the administrative offices of ConVal School District. The objective of this RFP is to appoint one vendor to provide services to all locations within ConVal School District, vendors must submit responses that address all school levels.

CONVAL SCHOOL DISTRICT will accept proposals delivered in person, by courier, or by USPS to the CONVAL SCHOOL DISTRICT Business Office located at 106 Hancock Road, Peterborough, New Hampshire 03458. All proposals must be received by 10:00 AM EDT, Monday, August 15, 2022 to be considered a responsive proposal. ***Proposals submitted by fax or email will be considered non-responsive and will not be accepted.*** The ConVal School District reserves the right to allow a submitting vendor to cure any technical defects with its submission at ConVal School Districts sole discretion. Responsive proposals shall provide that the terms of the proposal shall be valid for at least 120 days.

Copies of the RFP are available at the ConVal School District Business Office located at 106 Hancock Road, Peterborough, New Hampshire 03458, or online at [www.convalsd.net](http://www.convalsd.net). The Business Office is open to the public Monday through Friday from 8:00 AM to 4:00 PM.

Each proposal shall include costs for school pictures and photography services for each School District and school level. Proposal evaluations and subsequent contract award will be based upon the best perceived value to ConVal School District. Three (3) copies of the proposal and one (1) signed original document must be submitted in a sealed envelope clearly marked on the outside with the name, address, contact person, phone number, and email address for the firm responsible for the proposal.

The envelope must be marked in the lower left-hand corner with the following notation:

#### **RFP – School Photography**

Documents should be addressed to:

**ConVal School District  
Attn: Business Administrator  
106 Hancock Road  
Peterborough, New Hampshire 03458**

Any information provided in a proposal becomes available for public inspection and distribution as required under the New Hampshire “right-to-know” laws. In submitting a Responsive Proposal, the submitter represents and warrants that any costs incurred in preparing its proposal shall be borne by the submitter alone.

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This RFP is **not** a low-bid price competition. Instead, proposals will be evaluated in accordance with the submitter’s responsiveness to the requirements set forth in the RFP, in the ConVal School District sole discretion. Any contract awarded will be based upon the best perceived value to the ConVal School District.

All proposals will become the property of the ConVal School District at the time of submission.

### **Questions Regarding the RFP**

Vendors interesting in making a submittal are directed **not** to make personal contact with the Superintendent, Assistant Superintendent, or any member of the ConVal School District School, and/or Board members from the ConVal School District, or any personnel or employees from each. Any contact will constitute disqualification of consideration. Questions about the RFP, its content, proposal format or any other questions deemed necessary to submit a qualified proposal must be submitted in writing to:

**CONVAL SCHOOL DISTRICT**  
**Attn: Business Administrator**  
**106 Hancock Road**  
**Peterborough, New Hampshire 03458,**  
**or**  
**By Email to:**  
**[rfp-rfq@conval.edu](mailto:rfp-rfq@conval.edu)**

Any questions and subsequent responses regarding the RFP will be distributed to the vendors that completed the “School Pictures RFP Receipt Acknowledgement” (see Appendix D).

### **Background Information**

The ConVal School District is a New Hampshire public school system comprised of the towns listed below. School pictures and photography services related to school activities within the Districts are required for students and staff at eight (8) elementary schools, two (2) middle school, one (1) high school, and one (1) school administrative office location. The twelve (12) locations that will be served by the vendor are listed below (please see Appendix B for addresses and other pertinent information):

- **Elementary Schools** (Antrim, Bennington, Dublin, Frankestown, Greenfield, Hancock, Peterborough, Temple)
- **Middle Schools**  
Great Brook Middle School... Antrim  
South Middle School ...Peterborough
- **High School** (ConVal High School...Peterborough)  
Administrative Unit Location:
- School Administrative Unit No. 1 (ConVal School District)

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### Scope of Services

This RFP is for school pictures and photography services related to school activities within the ConVal School District. Pictures shall include the following minimum requirements. Vendors must be able to accommodate these minimum requirements:

Service	ES	MS	HS	District Office
Student portrait packages (8x10, 5x7, 4x6, wallets, etc.) with background options with online ordering option	√	√	√	-
Student ID cards that interface with PowerSchool for lunch and library	√	√	√	-
Student safety cards	√	√	√	-
Class (group) portraits – free to all students and staff	√	√	-	-
Staff portraits with complimentary package	√	√	√	-
Thumb print size photos and sticky photos for cumulative folders	√	√	√	-
Digital image to upload to PowerSchool	√	√	√	√
Make up portraits	√	√	√	√
Spring photos	√	-	-	-
Staff ID Photos / Badges – barcodes to work with Time & Attendance and café point of sale system ** All badges should be sent to SAU office **	√	√	√	√
Student photo collage posters with free printing	√	√	√	-
Staff group photo / whole school montage on shape of choice	√			-
Photo Directory Books (students & staff) – 3 copies each building	√	√	√	-
Yearbooks with complimentary copy to Principal	√	√		-
Teacher door images	-	√	√	-
Candid photographs on selected day during school year to cover superlatives, club photos and other school activities. Digital images to be provided for yearbook purposes.	-	√	√	-
Sports team / club photographs	-	√	√	-
Athletic team portraits and senior class head shots provided by digital image for yearbook purposed	-	-	√	-
Online access to pictures for yearbook advisors as well cd of pictures of staff and students	-	-	√	-
Commencement photo packages for students in June graduation ceremony	-	-	√	-
Prom portraits	-	-	√	-
Scholarships for families	√	-	-	-
20% commission back to school	√	-	-	-
Email reminders to parents	√	√	√	-
Window guards with school mascot for main entrance	-	-	√	-

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### **Other Information:**

#### **Regarding Digital Images Provided to the District:**

The ConVal School District requires digital images to be provided for the use of the Information Technology Department, the specifications for these images are as follows:

- Vendor will be provided a listing with student names and associated numbers. Photos provided to the District for District use in Information Technology applications are required to be in JPEG (.jpg) format, with student number used as the file name, with images to be sorted by school.
- Digital images provided to the Information Technology Department can be sent via download or other media storage device.
- Digital images must be 200x300 at 72 dpi or larger.

Vendors may also offer additional photography services in their RFP submission and may also be required to provide additional services as requested by the school principals.

### **RFP Submission:**

Vendors are requested to provide the following information in their submittal. This information except as noted, will be used in the evaluation of the proposals.

### **Quality of Work:**

Sample photograph packages that are of the quality the vendor proposes to provide. This should include a variety of photographs for the school levels and be arranged and identified as to the school level.

### **Standard Picture Packages:**

Vendors are to provide information on three (3) to five (5) of their standard picture packages for each school level. Packages must be clearly identified by school level, must indicate the size and quantity of pictures contained in the package and must indicate the current price of the package that will be offered for the 2022-2023 school year.

### **Commission and Support:**

Please determine the commission returns to individual schools in a percentage.

### **References:**

Vendors must provide a minimum of three (3) references that they have performed similar services for within the past five (5) years, or are currently performing services for. Reference information must include entity name, contact name, phone and fax number. To ensure a fair

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and equitable process, the ConVal School District prefers that schools in the District not be listed as references.

### **Supplemental Information:**

Vendors may provide additional information regarding additional services provided by their firm. Supplemental information will not be used in the evaluation of the RFP responses but may be useful for school principals in determining other services that may be required.

### **Contract Terms and Conditions:**

1. **General Terms and Conditions** – as listed in Appendix A are considered an integral part of this Request for Proposal.
2. **Term** – The initial term of the contract for services will be three (3) years and an option for extension of up to two (2) additional years, commencing with the opening of the 2022-2023 school year.
3. **Contract Documents** – The Contract Documents shall consist of the “Request for Proposal – School Photography.” Any questions and written explanations or clarifications of the RFP provided, all documents submitted by the vendor in satisfying this request, and signed contractual agreements executed in a form approved by the ConVal School District.
4. **Termination for Performance** – The contract may be terminated at any time by the ConVal School District for unsatisfactory performance. In such case, the SAU shall provide written notice to the vendor citing the unsatisfactory performance, giving the vendor ten (10) school days to improve its performance to the satisfaction of the SAU. In the event that the vendor’s performance does not improve to the satisfaction of the ConVal School District, the contract for services with the vendor may be immediately terminated.
5. **Termination Options** – In the event of a contractual termination, the ConVal School District reserves the right to employ another vendor to complete the term of this agreement. The original vendor shall be responsible for any extra expense or damages suffered by the ConVal School District. In that event, the vendor will be required to indemnify the ConVal School District for any loss that may be sustained.
6. **Evaluation of Proposals** – Proposals will be evaluated based upon the following factors:
  - Quality of photographic images, quality of photo paper and finishing
  - Price of the basic package
  - Overall range of prices and options of remaining packages
  - Demonstrated experience in providing school pictures as evidenced by corporate profiles, positive references, and prior experience with the School Districts.
  - Ability to provide sufficient number of photographers to meet the photography schedules set forth by the School Administration.

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- Overall responsiveness to the terms and conditions set forth herein and in Appendix A and to satisfy the needs of the ConVal School District.

### **Additional Proposal Specifications**

In addition to responsiveness to items outlined in the terms and conditions, the CONVAL SCHOOL DISTRICT requests that proposals include the following information:

1. A general profile of the firm
2. Appendix C – RFP Quotation Form completed and signed for the base request
3. Names, addresses, phone numbers, and contacts in other public school systems, in particular those similar in size to the ConVal School District, for whom services have been delivered in the past five (5) years or are currently being delivered.
4. Statement regarding any past or pending litigation with a client
5. A copy of your firm’s privacy policy with respect to the protection of information, data and image security. (If none exists, a signed statement as to how you protect client information will suffice.)
6. Name, address, telephone number, fax number, and email address of the firm and the contact person for this proposal.
7. Any comments or exceptions to the requirements of this RFP. Note: If the vendor will not be meeting any requirement or responding to a request presented in the RFP, the vendor must provide a separate listing of each such item, providing page and section number, and may provide any comment it wishes to address same.
8. Three (3) copies of the completed proposal and one (1) signed original document are requirements of this submission.

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### **Appendices**

The following are enclosed as appendices to this RFP:

Appendix A – General Terms and Conditions

Appendix B – School Addresses, Schedules and Contacts

Appendix C – RFP Quotation Form

Appendix D – School Pictures RFP Receipt Acknowledgement

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### Appendix A – General Terms and Conditions

1. The vendor will provide all take home notices announcing the portrait date, packages, prices, instructions, etc. Also included will be envelopes for pre-payment of all package purchases.
2. The School Principal or authorized representative from the School, shall select the portrait date directly with the vendor.
3. The vendor will return, on a mutually agreed upon date, to take make up pictures for students absent on the regularly scheduled portrait day, as well as any necessary retakes as requested by parents for any reason at no charge.
4. Vendors must have the portraits returned to the schools no later than four (4) weeks after the initial portrait day at each school, and prior to any scheduled day for retakes of student portraits. This is a vital requirement of the bid.
5. Vendor will take athletic team and club group photos for yearbook purposes.
6. The School Principal or designee will advise the Vendor annually regarding yearbook photo guidelines so they can be communicated to students and parents.
7. Staff photograph badges will be provided for each staff member at no cost.
8. Commissions are to be included.
9. The basic package must automatically include a copyright print release allowing parents to reproduce photographs through other printing methods, at no additional charge.
10. The SAU and the individual schools will assist in scheduling photo sittings and distribution of photographs. The SAU and the individual schools will assume no responsibility for any loss of photographs or money. All collection and handling of monies will be handled directly by the vendor. This includes any collections for checks and insufficient funds.
11. Packets of pictures are to be sent home with the students on a prepaid basis. Those not wishing to order a package will still be photographed so that pictures will be provided to the Districts at no charge. The successful vendor shall guarantee the satisfaction of all participants or refund all money received on deposit from the individual.

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**Appendix B – School Addresses, Schedules, and Contact Information**

**ConVal School District**

<b>School</b>	<b>Address</b>	<b>Phone</b>	<b>2022-23 Portrait Date</b>	<b>Makeup Date</b>
Antrim Elementary School	10 School St Antrim, NH 03440	(603) 558-6371	9/21 or 9/22 or 9/23	10/18
Pierce Elementary School	19 Main St Bennington, NH 03442	(603) 588-2131	9/16 or 9/28 or 9/23	10/19
Dublin Consolidated School	1177 Main St Dublin, NH 03444	(603) 563-8332	10/18 or 10/19 or 10/20	10/21
Francestown Elementary School	325 2nd NH Turnpike So Francestown, NH 03043	(603) 547-2976	9/20 or 9/27 or 9/29	10/4
Greenfield Elementary School	860 Forest Rd Greenfield, NH 03047	(603) 547-3334	9/23 or 9/20 or 10/5	10/14
Hancock Elementary School	10 Elementary Ln Hancock, NH 03449	(603) 525-3303	10/5, or 10/6 or 10/7	10/28
Peterborough Elementary School	17 High St Peterborough, NH 03458	(603) 924-3828	09/28 or 09/29 or 09/30	10/19
Temple Public School	830 NH Route 45 Temple, NH 03084	(603) 878-1955	10/4 or 10/5 or 10/6	10/27
Great Brook School	16 School St Antrim, NH 03440	(603) 588-6630	9/20 or 9/21 or 9/23	10/13
South Meadow School	108 Hancock Rd Peterborough, NH 03458	(603) 924-7105	09/7 or 9/8 or 9/9	TBD
Contoocook Valley Regional High School	184 Hancock Rd Peterborough, NH 03458	(603) 924-3869	8/25 am, 8/26 afternoon and 8/29 evening	TBD
SAU 1 / All Staff		(603) 924-3336	8/25 and 8/26 at CVHS, at local school if missed	With local school

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**Appendix C – RFP Quotation Form**

Vendor proposals must include this quotation form, completed for all years of the proposed contract, and signed and dated.

<b>Vendor Name:</b>																				
							<b>Option Years</b>													
		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 1</b>	<b>Year 2</b>														
		<b>2022-23</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2025-26</b>	<b>2026-27</b>														
<b>Standard Common Bid *</b>																				
1 8x10, 2 5x7, 4 4x6, access to digital print																				
<b><u>Elementary (Basic Package Options):</u></b>																				
Option 1																				
Option 2																				
Option 3																				
<b><u>Middle (Basic Package Options):</u></b>																				
Option 1																				
Option 2																				
Option 3																				
<b><u>High School (Basic Package Options):</u></b>																				
Option 1																				
Option 2																				
Option 3																				
<b><u>Staff Photo Badges</u></b>																				
<b>Signature / Title:</b>							<b>Date:</b>													
<b><i>All vendors must place a bid for the described package. Please do not adjust this package.</i></b>																				
<b><i>Standard Common Package *</i></b>																				

If there are more basic package options, please provide information on a separate sheet of paper for each school level applicable.

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**Appendix D**

**School Pictures**

**ConVal School District  
106 Hancock Road  
Peterborough, New Hampshire 03458**

**School Pictures RFP Receipt Acknowledgement**

**Contractor Name:**

**Contractor Address:**

**Contact Person:**

**Phone Number:**

**FAX Number:**

**E-mail Address:**

**Date RFP Acquired:**

**Signature:**

**Printed Name:**

**Title:**