
Request for Proposal (RFP)

Student Photography Services for Students in Grades K-5

Fowlerville Community Schools
7677 W. Sharpe Rd., Suite A
Fowlerville, MI 48836

April 2, 2025

1. Introduction and Purpose

Fowlerville Community Schools is seeking proposals from qualified and experienced student photography vendors to provide professional photography services for student photos, grades K-5 and instant staff ID badges. This includes individual student portraits and the production of district staff ID badges, basic, not swipe badges, for approximately 350 staff members at no cost to the district. Two-year contract if awarded the K-5 contract or Three-year contract if awarded the K-12 contracts.

This RFP is intended to select a vendor capable of delivering high-quality photography, efficient processing, and excellent customer service. We are also seeking a provider that can offer competitive pricing and a smooth, streamlined process for both student and staff photos.

2. Scope of Services

A. Student Photography (Grades K-5)

1. **Total Number of Students:** Approximately 1,000 students.
2. **Photography Sessions:** The vendor will be responsible for providing professional photography services for individual student portraits, including:
 - Photographic setup and equipment for school photography sessions.
 - Scheduling and coordination with the district's schools to ensure smooth session flow.
 - High-quality, digital images of each student.
 - Online ordering system for families to view and purchase photos.
 - Delivery of proofs and final prints mailed home.
 - Option for retakes if needed (at a designated makeup date).
3. **Photos and Deliverables:**
 - Digital and printed photos in various formats and sizes (8x10, 5x7, wallet-sized, etc.) including shipping finished pictures to the student's home.
 - Class group photos, if applicable (K-5).
 - Online access to individual student portraits for parent/family ordering.
4. **Timeline:**
 - Will be established by individual school buildings.
 - Final photo date delivery set by principal.
5. **Requirements:**
 - Technology equipment, supplies and support for school personnel to create and print new and replacement student IDs.
 - Student Yearbook support.
 - Spring student photos option.
 - Rebate to schools.

- Generate student lunch cards with barcodes.
 - Ability to collect money directly from the family without needing school office support.
 - Direct contact for families.
6. **Optional:**
- Student picture stickers for CA60's and classroom, with/without barcodes
 - Yearbook included in student packet (we arrange the layout via Yearbook Club)
 - Student Photo albums 3 or 4 per building
 - Offer planners & calendars for office staff if needed
 - Class composites for every student and classroom
 - 3 x 5 school composite for hallway

B. Staff ID Badges

1. **Total Number of Staff:** Approximately 350 staff members.
2. **Photography for ID Badges:**
 - The vendor will provide photography services for staff ID badges on Welcome Back Staff Day (approx. August 19, 2025) at no cost to the district.
 - Instant badge production on-site with the inclusion of ID photos and names at no cost to the district.
 - Each badge should be printed on a durable plastic blank and include a clip for easy attachment.
 - At least two (2) photographers for a half (1/2) day, until 12:00 p.m. (noon) for staff ID badges.
 - The vendor will provide a portable setup for staff photo shoot.
 - A streamlined process for capturing staff photos quickly while ensuring high quality.
 - Badges must be printed and provided on the same day (instant printing).

3. Proposal Requirements

Vendors should submit proposals that include the following:

1. **Company Overview:** A brief description of the vendor's experience, qualifications, and any other relevant background information (i.e. if you are a local company).
2. **Portfolio/References:** Examples of previous K-5 student photography, including references from other school districts.
3. **Photography Plan:**
 - A detailed outline of the approach for photographing the students.
 - Proposed timeline for student photo sessions, including setup and take-down times.
 - A description of equipment to be used, including camera quality and lighting setup.
 - Process for handling makeup photos and retakes.
4. **Pricing:** Detailed pricing information for:
 - Student portrait packages (individual photos and class photos), including packages for individuals or households with financial constraints.
 - Additional fees or services (e.g., extra prints, extended session time).
 - Payment structure and any discounts offered for large orders.
5. **Online Ordering Platform:** Description of the online ordering system for student photos and how it works for parents and families.

6. **Sample Photos and Badge Designs:** Examples of previous student photos and staff ID badge designs.
7. **Timeline:** A timeline for completing the photography packages, including the photo distribution schedule for students.
8. **Terms and Conditions:** Any terms and conditions related to the proposal, including guarantees, cancellation policies, and payment terms.

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. **Experience and Expertise:** Proven experience in school photography.
2. **Quality of Photos:** Quality of student portraits and yearbook support.
3. **Pricing and Value:** Competitive and clear pricing, as well as overall value for the individual schools and district.
4. **Turnaround Time:** Ability to mail student photos on time.
5. **Customer Service:** Vendor's responsiveness and support throughout the process.
6. **Technology and Platform Usability:** The user-friendliness and functionality of the online ordering system for families and staff.

5. Submission Instructions

All proposals must be received by Monday, April 15, 2025, at 10:00 a.m. Proposals should be emailed to avisj@fowlervilleschools.org or mailed to the following address:

Fowlerville Community Schools

Attn: Janice Avis

7677 W. Sharpe Rd., Suite A,

Fowlerville, MI 48836

Please direct any questions regarding this RFP to Janice Avis, avisj@fowlervilleschools.org, 517.223.6016.

6. Terms and Conditions

- Fowlerville Community Schools reserves the right to reject or modify any or all proposals.
- This RFP does not commit the school district to award a contract.
- All proposals will be reviewed and evaluated, and the selected vendor will be notified by email by Friday, April 25, 2025.

7. Key Dates

- **Proposal Submission Deadline:** April 15, 2025, 10:00 a.m.
- **Bid Opening:** April 15, 2025 at 12:00 p.m. (noon)
- **Vendor Selection Notification:** April 25, 2025
- **Welcome Back Staff Day for Staff IDs:** Approx. August 19, 2025
- **Student Photo Sessions:** TBD

8. Contact Information

For any inquiries or clarification, please contact:

Janice Avis

517.223.6016

avisj@fowlervilleschools.org

We look forward to receiving your proposal!
