



REQUEST FOR PROPOSAL (RFP) PHOTOGRAPHER FOR MARKETING PHOTOGRAPHY

The San Antonio Botanical Garden requires photography and editing expertise with an eye to supplement the brand's print and digital marketing efforts with vibrant and welcoming images.

The Garden is seeking 200 to 400 production-ready images of adults and children interacting with the Garden outdoors and inside display rooms and conservatories. Subjects may be naturally posed, or shots may be candid. The photoshoot will take place at a date and time mutually agreed upon in April 2022.

Areas of knowledge should include the ability to coordinate photography shoots, preparation of subjects, post-production, ability to capture models interacting with grand landscapes, and ability to capture vivid and natural color outdoors.

Respondents must be able to provide the following:

- Professional photographer with demonstrated expertise in outdoor lifestyle photography, outdoor event photography, or outdoor portraiture.
- Digital portfolio of prior work samples.
- Set-up and staging of outdoor photography in natural lighting conditions, additional lighting gear is permitted, but power outlets are not guaranteed in all areas of the Garden.
- Camera(s) and other photography equipment required for the capturing, processing, and delivery of digital photographs.
- Staff assistant(s) to assist as needed.
- Courteous and professional interaction with Garden staff and guests.
- Capture images onsite, digitally retouch as need, and return final photos in a timely manner.

The contract from the selected Photographer must contain language releasing all copyright to the San Antonio Botanical Garden at NO additional fee.

Please complete the following and attach separate addendums as needed.

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Submit this form with any attachments and supporting materials via email to marketing@sabot.org.

Submissions should be received by March 11.

Request For Vendor Suggestions/Creativity:

The San Antonio Botanical Garden selection committee is open to ideas and suggestions presented in proposals.

Criteria for Evaluating Proposals:

1. Project requirements met
2. References with similar customers
3. Types & delivery of products (available in digital format; delivered via file transfer, CD, etc.)
4. Pricing – Pricing may be hourly or set-price
5. Availability in April 2022
6. On-site capabilities
7. Evidence of current liability insurance

As part of the selection process, photographer's responding to this RFP are asked to provide evidence of prior experience in photographing individuals for professional or corporate headshots in a similar setting. References from prior events are encouraged.

Selection of Photographer will be made by the San Antonio Botanical Garden will be relayed to submitters by March 31, 2022.

Thank you for your interest.

About San Antonio Botanical Garden

The mission of the San Antonio Botanical Garden is to inspire people to connect with the plant world and understand the importance of plants in our lives. The San Antonio Botanical Garden features 38 acres of nature spaces located deep in the heart of San Antonio. Monday – Thursday admission to the Garden is \$16 adults; \$14 students and military; \$13 children age

3-13; \$3 Museums for All (with SNAP or WIC EBT card and valid ID). Friday – Sunday admission is \$16 adults; \$14 students and military; \$12 children age 3-13; \$3 Museums for All (with SNAP or WIC EBT card and valid ID). San Antonio Botanical Garden is located at 555 Funston Place at North New Braunfels. The Garden is open year-round except Thanksgiving, Christmas and New Year's Day. For more information, visit www.sabot.org or call 210.536.1400.