



**Request for Qualifications (RFQ) for
Professional Aerial Drone Photography / Videography
for Aroostook County Tourism**

SCOPE OF WORK

Background

Aroostook County Tourism (ACT) works in partnership with the Maine Office of Tourism to deliver high quality messaging and imaging of Northern Maine for the purpose of attracting visitors to the region. ACT is accepting proposals from professional aerial drone photographers/videographers to capture photography and video of people, activities, landmarks, festivals, and scenery for the purpose of publication and promotion of tourism opportunities in Aroostook County.

OBJECTIVES

ACT, under contract with the Maine Office of Tourism, will develop an archive of print-quality images and video to be used for marketing Aroostook County. Images will be used on all platforms of print, social media, digital, and broadcast marketing. Photography and video captured must be in Aroostook County and cover all geographical areas of the region.

SPECIFICATIONS

The selected photographer shall be responsible for taking photographs and videos for use in ACT promotional materials (print/digital) in support of economic development, business & tourism as well as of events/activities in support of news-oriented/informational communications (print/web). The selected aerial drone photographer/videographer must have demonstrated prior experience in taking videos and pictures for promotional/informational publications (brochures, magazines, print advertisements, web imagery, posters, etc.). All raw and edited files shall belong to the Northern Maine Development Commission (NMDC) and ACT. When capturing identifiable individuals, signed releases must accompany the images and or videos.

Proposal Requirements

The professional aerial photographer/videographer selected must have demonstrated prior experience in taking pictures and video for promotional and informational publications (print/digital) and must demonstrate –

1. Ability to travel within the entirety of Aroostook County;
2. Ability to work effectively with the Aroostook County Tourism Board to identify photographic opportunities;

3. Ability to spread work over all seasons;
4. Ability to supply high-resolution digital photography and videography;
5. Ability to submit work in a timely fashion;
6. Willingness to sign a statement confirming that all files shall belong to Aroostook County Tourism for their use as needed (Willing to consider shared ownership for price reduction, and/or, increased number of images).

Response Requirements

Responses to this RFQ shall include the following information:

1. Include the full name and address of the individual, company, organization etc.
2. Include a description of the individual, firm or organization, including qualifications, experience and ability to fulfill the scope of work described in this RFQ.
3. A brief written description of the Consultant's approach to the project.
4. Include references
5. Samples of past aerial drone photography/videography work.
6. Detailed list of equipment owned by vendor.

Bid Evaluation Criteria

- *Evaluation* - An evaluation of the proposals will be conducted by an ACT committee.
- *Criteria* - Criteria to be evaluated will include, **experience, references, samples**, and the **ability of the respondent to meet the ACT requirements**. Cost, although always a factor, shall not be the deciding factor. The decision of the committee will be considered final.
- *Information Required* - Services requested under this RFQ must be addressed for any proposal to be considered. Proposals should explain clearly and completely the proposers' qualifications and experience as they pertain specifically to the services outlined in this RFQ.

Submissions:

Deadline Close of Business Thursday, September 23, 2021

Mail to:
Northern Maine Development Commission/ACT
Attn: Jacob Pelkey
PO Box 779
Caribou, ME 04736

Email to:
jpelkey@nmdc.org

If you would like more information or have questions about the RFQ they must be submitted by Tuesday, September 21, 2021 to:

Jacob Pelkey
Tourism Developer
(207) 498-5065
jpelkey@nmdc.org

NMDC is an Equal Opportunity Employer/Lender