

**Request for Proposal (RFP)**  
**For Photography, Media and Marketing Services Agreement for the Niles DDA Main Street Program**

Issued by: Niles DDA Main Street  
September 19, 2024  
DUE: Noon - October 3, 2024  
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**INTRODUCTION**

The Niles DDA Main Street program is seeking proposals from qualified and experienced vendors to provide photography, videography, and marketing services for a series of events throughout the year, including but not limited to the promotion of NODE (*Niles Outdoor Downtown Experience*) and other public events hosted by the Niles DDA Main Street. The goal is to capture the vibrant culture and community participation in these events and to enhance the visibility of Niles DDA Main Street's initiatives across social media platforms and other marketing channels, and is to include promotion for all businesses in the Niles Downtown Development Authority District.

**SCOPE OF WORK**

The selected vendor will provide comprehensive photography and marketing services for up to eight (8) Niles DDA Main Street events, including the Hunter Ice Festival and the NODE Grand Opening Party, as well as provide at minimum three (3) social media posts a week highlight downtown Niles businesses through video, photography, or interviews.

The successful vendor will:

1) Photography and Videography:

- Provide professional, high-quality photography and videography at a minimum of eight (8) DDA Main Street-hosted events.
- Capture candid and posed shots of attendees, vendors, performers, and other significant elements of the events.
- Ensure key moments are documented (e.g. event openings, awards, performances).
- Provide access to a selection of photos within 24 hours of each event for social media use, with the full set delivered within one week.
- A photo booth or interactive photography experience is a plus and should be included if available.

2) Marketing Support:

- Assist with social media posts and content creation for each event, including pre-event promotions, live coverage during events, and post-event recaps.
- Collaborate with the Niles DDA Main Street marketing team to develop engaging content that aligns with the Main Street's branding and messaging.
- Provide video snippets or teasers during the events for immediate social media posting.
- Utilize photographs and videos to develop promotional materials and advertisements for future events.

**NODE PROMOTION**

- Provide ongoing photography and marketing support specifically for the Niles Outdoor Downtown Experience (NODE), including capturing its launch and key community interactions.
- Create engaging content to promote NODE, highlighting local businesses, patrons, and activities.

**MINIMUM REQUIREMENTS**

- Must attend and cover at least eight (8) Niles DDA Main Street events, including:
  - Hunter Ice Festival
  - NODE Grand Opening Party
- The proposal must include details on your ability to provide the following:
  - Professional photography and videography services for each event.
  - Social media marketing support and post-event recap materials.
  - Optional photo booth services at events.

**PROPOSAL CONTENT**

Interested vendors should include the following information in their proposal:

1) Company Information:

- Business name, address, contact information, email, phone, and company website.
- A brief description of your company and its services.

- 2) Experience and Qualifications:
  - A portfolio of previous work relevant to event photography, videography, and marketing services.
  - Examples of social media campaigns or content creation you have managed.
- 3) Proposed Approach:
  - Description of your approach to covering the required events, including NODE and the Hunter Ice Festival.
  - Outline of your methodology for providing marketing support, including social media content creation.
- 4) Pricing Structure:
  - Breakdown of pricing for photography/videography services, marketing support, and any optional services (e.g., photo booth).
- 5) References:
  - Contact information for at least two (2) past clients for whom similar work has been completed.

#### EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience and qualifications in event photography, videography, and marketing.
- Quality of previous work, including event coverage and social media management.
- Cost-effectiveness of the proposed services.
- Creativity and additional offerings (e.g., photo booth, video production, etc.).
- Ability to meet deadlines and deliver high-quality content quickly.

#### SUBMISSION INSTRUCTIONS

Proposals will be received by Niles DDA Main Street, Niles, Michigan in the office of the Niles DDA Main Street, 333 N 2<sup>nd</sup> Street in Suite 303 until 4:30pm Local Time on October 3, 2024, at which time and place the proposals will be publicly opened and read aloud. The RFP is on-line at: <https://www.uncoverniles.com/program>

The proposal as well as the plans and specifications under which the work will be done are on file and may be examined at the Niles ODA Main Street Office, City Hall, 333 N. 2nd St., Suite 303, Niles, Michigan, 49120 (269-687-4332). Copies thereof may be obtained electronically from Niles DOA Main Street.

Niles DDA Main Street reserves the right to accept any proposal in its entirety or in part, whichever is in the best interest of the project as well as to negotiate terms with the successful bidder to address any aspects of the proposal that may need modification or clarification.

Niles DDA Main Street reserves the right to reject any or all proposals, to waive irregularities in proposals and to accept the proposal that in the opinion of the Niles ODA Main Street Board of Directors is most advantageous to Niles DDA Main Street.

Niles DDA Main Street  
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Niles MI 49120