

March 11, 2010

RE: Request for Proposal

Dear Photographer:

Lake Tahoe Unified School District is requesting proposals for a three-year photography services contract (July 1, 2010-June 30, 2013). There are eight schools included in the bid, four elementary, one middle, and two high schools, and a pre-school, totaling approximately 4,000 enrollment.

In addition, there are two staff ID picture dates at the Education Center for all staff, substitute teachers, and other regular visitors to the schools, along with ongoing needs to for ID photos for new staff and substitute teachers. There are approximately 400 staff and 200 substitute teachers.

If you are interested in submitting a proposal for all or a portion of the following service areas, please submit your proposal by March 31, 2010.

1. LETTER OF INTEREST

- a. A signed letter of interest, stating the firm's or individuals interest and qualifications in providing these services.

2. FIRM & STAFF EXPERIENCE

- a. Description of firm. Firm's professional background.
- b. List the experience and provide a professional portfolio for all key personnel who will be assigned to this project and their role.
- c. Contingency plans, should an essential member become incapacitated or leave your employment or association.
- d. Area of firm's expertise.
- e. Fingerprinted background check procedures through the Department of Justice.
- f. Payment Card Industry (PCI) Data Security Standard (DSS) compliance policy.
- e. List of recent school district/non-school projects of similar scope (five maximum).



**LAKE TAHOE
UNIFIED SCHOOL
DISTRICT**

*Creating Learning
Opportunities for
Every Child to
Achieve Success*

Dr. James R. Tarwater
Superintendent

BOARD OF EDUCATION

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1021 Al Tahoe Boulevard
South Lake Tahoe, CA 96150

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E-mail: info@ltusd.org
www.ltusd.org

3. **PROPOSAL COST FORMS**

- a. List of the photography packages that the firm includes in the contract as basic photo services. Packet prices bid shall be the photographer's all inclusive total price to the pupil; this shall include sales tax, delivery costs and a service fee (15% commission) for student activities, or as designated by school sites. The 15% commission shall be computed on the total price, less sales tax, and shall be paid to each school.

I. Fall Portraits

- Picture day procedures (determination of dates at each site, advertisement of portrait options to parents, procedures for distribution of portraits, etc.)
- Make-up procedures
- Are all services produced from the same picture/camera?
- Turnaround time
- Contribution percentage of the total proceeds to the School District
- Guarantees

II. Spring Portraits

- Incentive programs
- Turnaround time
- Contribution percentage of the total proceeds to the School District
- Guarantees

III. Senior Portraits

- Notification/scheduling process
- Compatible CD for publishing company

IV. Yearbook Pictures (special sittings for seniors)

V. Proms and Dances

- Including Prom, Winter Formal, Homecoming, Graduation, and NJROTC.
- Custom backgrounds
- Memory books
- Parent contributions
- Guarantees
- Turn-around time and mailing

VI. Sports/school Activities Portraits

- All LTUSD sports and athletic team photos
- Special Student Events

VII. Cap & Gown Pictures

- Graduation

b. Certain items have, in the past, been provided to the District, at no extra charge. Please indicate if the following would be made available to the Lake Tahoe Unified School District:

- Staff photos.
- Staff and student photograph availability via CD's or file downloads for each school and the district office, to be delivered to schools within one week of photography - must be compatible with the Aeries Student Information System.
- Name badges for all District employees, substitute teachers, retirees working for benefits.
- Mug Books / Principals' Albums (minimum of 7).
- Digital camera and ID printer supplies for student I.D.'s not done during registration.
- Small staff and student pictures for the school's records.
- Visitor passes.
- Recognition awards.
- Lanyards for ID Cards.

Please send proposals to: **Angie Keil**
Lake Tahoe Unified School District
1021 Al Tahoe Blvd.
South Lake Tahoe, CA 96151
or by e-mail to **akeil@ltusd.org**

The district will receive proposals through March 31, 2010. A contract will be awarded by the district by April 27, 2010.

If you have any questions please feel free to call me at 530-541-2850 Ext. 225.