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USA

WINE

Request for Proposals Photography & Videography Contractor Contract Period: September 15, 2024 – June 30, 2025

I. Purpose

The Washington State Wine Commission (WSWC), the marketing and promotional agency of the Washington State wine industry, is requesting proposals from firms or individuals interested in providing digital still images and video content of the Washington State wine industry for use within the WSWC's international marketing program. Proposals are due back to the WSWC by Friday August 23, 2024. Examples of preferred materials include:

- Photographic tour of wine growing and wine touring regions of Washington State — including sites in both Eastern and Western Washington.
 - A non-comprehensive list of locations and ideas would include Columbia Valley AVA, Yakima Valley AVA, Walla Walla, Woodinville, The Columbia Gorge, as well as people drinking WA wine on the coast, in iconic national parks, in the San Juan Islands, camping, picnicking etc.
- Photo and video assets should highlight the people, culture, and natural beauty bottled in every Washington wine
- Photos that demonstrate the wide variety of settings where Washington wines can be enjoyed
- Collaborate with teams from WSWC and OWB to create a 1–2-minute unified PNW wine industry video, capturing the complementary nature of the state's wine industries (more details below)

II. Background Information

The Washington State Wine Commission WSWC is a commodity commission under the Washington State Department of Agriculture. The WSWC was created by an act of the Washington State Legislature in 1987, and now represents more than 1,070 wineries and over 400 vinifera grape growers in the state. Its principal mission is to raise awareness and demand for Washington State wine through marketing and education while supporting viticulture and enology research to drive industry growth. The WSWC's major source of revenue comes from assessments of wine produced and wine grapes harvested in the state, as well as export promotion grants received from the United States Department of Agriculture. The WSWC Board determines the policy for the WSWC's activities. The representative board consist of 13 Commissioners, including five wine grape growers, five wine producers, one wine wholesaler, one nonvoting member whose principal wine or wines are produced from fruit other than vinifera grapes, and a representative from the Department of Agriculture.

The WSWC along with its sister organization the Oregon Wine Board (OWB) make up the Northwest Wine Coalition (NWC). The NWC executes promotional activities in key foreign target markets that raise positive awareness of Washington wines among trade and consumers. In the 2023/24 marketing year, the WSWC's international marketing program implemented activities in Canada, the United Kingdom, Northern Europe, Japan, China, and South Korea. In 2024, the WSWC —through the NWC—was allocated funding through the Regional Agricultural Promotion Program (RAPP) and identified the commissioning of a new set of photo and video assets for use in marketing abroad as a top priority for the program as it continues to expand into markets

such as the Caribbean, Central America and Southeast Asia. To accomplish that goal this RFP has been developed and distributed.

III. Responsibilities and Services

The WSWC is seeking a professional photographer and videographer to provide high quality imagery to enhance its marketing efforts. All materials provided would be 100% owned by the WSWC without limitation on usage.

The contractor must be licensed to do business within the state of Washington and have a minimum of five years of experience in professional photography and video services.

The contractor would be expected to provide the following deliverables:

- A robust series of photo assets focused on the themes highlighted in Section I
- Video content that can be cut together and used in promotional videos highlighting the AVAs, people, culture, and consumers of Washington wines to international audiences.
- Collaborate with teams from WSWC and OWB to create a 1-2 minute unified PNW wine industry video, capturing the complementary nature of the state's wine industries (more details below).

To accomplish WSWC's goal of increasing awareness and demand for Washington wine internationally, the WSWC has identified a need for images and videos to cater to the following audiences:

1. *Wine Trade*, including sommeliers and other restaurant staff, retailers, distributors, wine educators, wine and culinary schools, etc.
2. *Media*, including wine industry media, lifestyle and travel media, and social media influencers
3. *Core consumers*, defined as consumers who drink wine at least once per week.

Ultimately, the goal of this project is to develop a collection of photographs and video content that effectively tells the story of Washington State wine. It is important to note that a high percentage of people in the targeted audiences, especially abroad, have never visited Washington State wine country, and one of WSWC's biggest challenges is a lack of awareness of the people, geography, and culture that sets the Washington State wine industry apart. Even for those familiar with the region, a related misperception exists that Washington State wine is only enjoyed in traditional settings like vineyards, tasting rooms, and upscale restaurants. That is not the case. Washington wine is versatile and ingrained in Pacific Northwest culture - consumed at festivals, on our iconic beaches and parks, at our old-school drive-in theatres and state-of-the-art stadiums and arenas. A new collection of images and videos that captures this story and the style and personality of the Washington wine industry, will help the WSWC attract new consumers from around the world.

Finally, WSWC does most of its international marketing together with the Oregon Wine Board (OWB). The contractor will be expected to work in close collaboration with team members of both the WSWC and OWB teams to draft, storyboard, create, edit, and finalize a 1–2-minute video that distills the essence of the wine industry in both PNW states. Both states must be represented, and the video will utilize the combined assets of both organizations, and the completed video will be an expected deliverable at the end of the contracted period.

IV. Authority

The contractor will work under the supervision and with prior approval of the WSWC for all aspects pertaining to the program. All expenditures must fall within the program budget and must be approved by the WSWC. The contractor will be responsible for all funds incurred which exceed the approved budget.

V. Proposal

There is no required format for the proposal, however proposals should be no more than 20 pages and include at a minimum:

- Contractor information including prior experience with comparable projects and examples of photography and videography work, as well as staff capabilities/backgrounds and any beneficial synergies, partnerships, or relationships that the contractor brings to the table.
- An estimated timeline of required activities needed to execute the project, including timeframes of major project deliverables within the contract period.
 - WSWC prefers to receive the assets on a rolling basis as they are finalized, please address the viability of this request.
- Highlight any/all subcontractors who will be involved in the project if awarded and outline their roles and level of involvement.
- Estimated budget for activities including breakdown of all associated fees and expenses. **The WSWC has set a budget range for this project between \$100,000 - \$150,000** (including contractor fees).
- Relevant references (2-3).
- Any potential conflicts of interest.

The WSWC will independently review and evaluate each proposal and selection will be made according to the following criteria:

Category	Points Possible
Creative Capabilities and Style	25
- <i>Examples of photography and videography work</i>	
Project Management	25
- <i>Timing of deliverables</i>	
- <i>Outline project team and responsibilities</i>	
- <i>If subcontractors will be used, please outline specifics</i>	
Budget Proposal	50
- <i>Fees and expenses</i>	
	Subtotal - 100

VI. Other

A. Revisions to the RFP and Rejection of Proposals

In the event that it becomes necessary to revise any part of the RFP, the WSWC reserves the right to add an addendum to the RFP. An addendum will be emailed to all those who have requested a copy of the RFP and who are on the RFP mailing list.

WSWC reserves the right not to award this contract if, in the opinion of the reviewers, no suitable proposal has been received. The WSWC reserves the right to request supplemental information or otherwise negotiate with the agency/firm regarding their proposal.

B. Proprietary Information/Public Disclosure

Materials submitted in response to this competitive procurement shall become the property of the WSWC. All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the Washington State Wine Commission and the apparent successful contractor; thereafter, the proposals shall be deemed public record as defined in RCW 42.17.250 to .340, "Public Records."

Any information in the proposal that the contractor desires to claim as proprietary and exempt from disclosure under the provisions of RCW 42.17.250 to .340 must be clearly designated. The page must be identified and the particular exception from disclosure upon which the contractor is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "confidential" printed on the lower right-hand corner of the page.

The WSWC will consider a contractor's request for exemption from disclosure; however, the WSWC will make a decision predicated upon Chapter 42.17 RCW and Chapter 143-06 of the Washington Administrative Code. Marking the entire proposal exempt from disclosure will not be honored. The contractor must be reasonable in designating information as confidential. If any information is marked as proprietary in the proposal, such information will not be made available until the effected contractor has been given an opportunity to seek a court injunction against the requested disclosure.

A charge will be made for copying and shipping, as outlined in RCW 42.17.300. No fee shall be charged for inspection of contract files. All requests for information should be directed to the RFP Coordinator.

C. Costs to Propose

The WSWC will not be liable for any costs associated with any agency/firm response to this Request for Proposal. The WSWC will award the contract to the agency/firm whose proposal is most responsive to this Request for Proposal and is most advantageous in terms of price and other stated criteria.

D. Costs Component

Standard Procedures for Payment of Fees:

- 1) It is anticipated that the contract awarded as a result of this RFP will be a cost-reimbursement contract with a not-to-exceed amount. Payment will be made only upon the completion of services, or after the delivery of goods authorized in an approved invoice.
- 2) Proposals may be based on a monthly service to cover all or part of the activities described in this RFP or may be based on fees per project or a combination of these two approaches.
- 3) For all activities or projects not covered by a monthly fee, the successful contractor must submit detailed cost estimates in a format approved by the WSWC for every project undertaken. The WSWC must first approve in writing all estimates before any activity for any project can be undertaken. No increases in the approved project estimates can be made without prior written approval from the WSWC. Signed project estimates must accompany all project invoices submitted to the WSWC.
- 4) The WSWC will not pay royalties or usage fees for images delivered under this contract. All materials delivered under this contract will be owned exclusively and outright by the WSWC without any usage limitations.

E. Civil Rights Statement

The WSWC is an equal opportunity employer and do not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The WSWC also complies with all provisions of the U.S. Government's Executive Order 11246 dated September 24, 1965, and the rules, regulations, and relevant orders of the Secretary of Labor.

VII. Instructions for Submitting Proposals

Proposals should be submitted electronically to Chris Stone cstone@washingtonwine.org and Kate Salisbury ksalisbury@washingtonwine.org

All proposals are due August 23, 2024 by 5:00 PM U.S. Pacific Time. The WSWC anticipates making a final decision on a contractor by September 13, 2024, but reserves the right to reach a decision and/or notify applicants of the WSWC's selection at a later date.

Thank you very much for your interest in the Washington State Wine Commission.

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