



CITY OF AVONDALE  
 Finance and Budget Department  
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**INFORMAL REQUEST FOR PROPOSAL  
 FOR  
 YOUTH SPORTS LEAGUES PHOTOGRAPHER  
 PR 21-054**

**All responses due by June 7, 2021, 10:00 A.M., Local Time, Phoenix, Arizona. Please email your response to Jill Lin at [jlin@avondalez.gov](mailto:jlin@avondalez.gov).**

The Purpose: The City of Avondale (the “City”) Parks and Recreation Department is seeking a qualified photographer (“Contractor”) to provide all material and labor required to furnish Avondale Youth Sports Leagues photos that meets the requirements listed in Appendix A of this Informal Request for Proposal (“RFP”). Contractor must submit a response by following Appendix B Submission Requirements.

**Section I – Project Information**

1.1. Scope of Work: The Contract shall provide photography services for youth sport programs from late February to the end of November each year<sup>1</sup>.

1.1.1. Programs:

Programs/ Leagues	# of Teams	# of Players per Team	Season	Locations
Coed Soccer (Age 5-6)	6	11	February - March	Friendship Park <sup>2</sup>
Coed Soccer (Age 7-9)	6	11	February - March	Friendship Park
Coed Soccer (Age 10-12)	6	11	February - March	Friendship Park
Flag Football (Ages 8-14)	6	10	September - November	Friendship Park
Coed Soccer (Age 5-6)	6	11	September - November	Friendship Park
Coed Soccer (Age 7-9)	6	11	September - November	Friendship Park
Coed Soccer (Age 10-12)	6	11	September - November	Friendship Park

<sup>1</sup> The City reserve the right to amend the schedule as necessary. Contractor shall contact Parks and Recreation for the most recent schedule.

<sup>2</sup> 12325 W McDowell Road, Avondale, AZ 85392

1.1.2. Contractor’s Responsibilities:

- 1.1.2.1. Contractor must coordinate shoot schedule with City Recreation Programmer. Contractor must respond all inquiries related shoot schedule and photos **within 24 hours**, email communication is preferred.

City’s Main Contact

Name	Title	Email
Zachary Martins	Recreation Programmer	zmartins@avondaleaz.gov

- 1.1.2.2. Contractor shall take pictures in the first three (3) weeks of the programs and have make-up dates with pictures handed out from first round of pictures.
- 1.1.2.3. Contractor shall deliver make-up pictures to the Avondale Recreation Programmer before the seventh week of games of the youth sports league season.
- 1.1.2.4. Contractor shall have the capability to provide multiple photographers and equipment per site as needed depending on the number of teams playing.
- 1.1.2.5. Provide registration flyer for the photo shooting. Contractor is responsible for correcting payments prior to or at the event date.

1.1.3. Photo Shoot Requirements:

- 1.1.3.1. Contractor shall email a URL link for picture packet options and prices at least 3 weeks prior to scheduled picture day. At a minimum, each packet option must include:
  - 1.1.3.1.1. Team photo plaques with 5" x 7" 1024 x 768 pixels matted pictures (N/A during COVID-19) free of charge to all head coaches, one plaque to each head coach.
  - 1.1.3.1.2. Individual and team (N/A during COVID-19) pictures for each sport per season
  - 1.1.3.1.3. One digital copy of each coach (3/4, 1/2, 1/4 headshot or Full-Body) to be used for City of Avondale promotional materials, free of charge.
  - 1.1.3.1.4. Vendor shall provide at least 50 high-resolution digital “action shots” for each sport per season awarded to be used for City of Avondale promotional materials, free of charge.
- 1.1.3.2. All pictures must be taken at game sites on game days.
- 1.1.3.3. Distribute photographs to individual players. Contractor shall set up a table and have the parents come to them during make-up picture day and Contractor will

distribute the photos on that day. Any leftover pictures that weren't picked up will be left with City staff.

1.1.4. City's Responsibilities

- 1.1.4.1. The Recreation Department will provide the Contractor league schedules prior to the beginning of play.
- 1.1.4.2. Provide an adequate space to take photographs.
- 1.1.4.3. Distribute registration information to each player (as provide by the contractor).

1.2. Minimum Qualifications:

- 1.2.1. The Contractor must provide names, emails and phone numbers of at least three (3) references for similar sized of services from the last two (2) years that have taken delivery of sports photography.
- 1.2.2. Contractor's proof of business insurance. To see City's insurance requirements, please visit <https://www.avondaleaz.gov/government/departments/finance-budget/standard-terms> for Standard Terms and Conditions, dated February 11, 2019, section 3.3 from page 10 to page 13.
- 1.2.3. Contractor shall include City of Avondale as Additional Insured upon award of contract.

**Section II – Instructions and Conditions**

- 1. Quantities as described in Section I above are estimates only, based upon available information. The City reserves the right to adjust the quantities as necessary to meet its needs.
- 2. Submission Requirements: Respondents shall submit the complete Contractor Application and any supporting documentation(s) to Jill Lin, Senior Buyer at [jlin@avondaleaz.gov](mailto:jlin@avondaleaz.gov).
  - 2.1. Format and Content: Respondents must submit the following information:
    - 2.1.1. Exhibit A – Contractor Application, completed and signed.
    - 2.1.2. Supporting documentation such as copies of resume(s), certification(s) and license(s).
    - 2.1.3. Samples: Samples of previous work including photo(s), registration form(s), a list of package options and prices
    - 2.1.4. Liability Insurance: Proof of liability insurance.

3. Evaluation: The City will evaluate the responses in accordance with the criteria below. The evaluation of the responses shall be within the sole judgment and discretion of the Selection Committee. Contractor may be required to submit additional information to clarify their proposals at any time throughout the evaluation process.
  - 3.1. Samples (maximum 50 points)

Contractors will be evaluated on the effectiveness and quality of the proposer's previous work performance.
  - 3.2. Experience of Firm (maximum 40 points)

Evaluation will include relevant experience and qualifications, key personnel, record of past performance (including references), quality of recently completed projects, including adherence to schedules, deadlines and experience with similar projects.
  - 3.3. Price Proposal (maximum 20 points)

The lowest responsive price proposal shall receive the full 20 points. The next lowest responsive price proposal shall receive a portion of the full 20 points equivalent to the percentage between the lowest and next lowest price proposal (i.e., if Proposal X submits the lowest responsive price proposal of \$80 and Proposal Y submits the next lowest responsive price proposal of \$100, Proposal X receives 20 points and Proposal Y receives 20 points x (\$80/\$100) or 16 points).
4. Award will be made to the Contractor whose proposal is the most advantageous to the City.
5. Complete all exhibits and attachments and email your proposal packet to Jill Lin, Senior Buy at [jlin@avondaleaz.gov](mailto:jlin@avondaleaz.gov).
6. Contractor shall provide the Services in accordance with a safety plan that is compliant with Occupational Safety and Health Administration ("OSHA"), American National Standards Institute and National Institute for Occupational Safety and Health standards. If, in the Contractor's sole determination, the Services to be provided do not require a safety plan, Contractor shall notify the City, in writing, describing the reasons a safety plan is unnecessary. The City reserves the right to request a safety plan following such notification.
7. If you need additional information or have questions please contact Jill Lin by email [jlin@avondaleaz.gov](mailto:jlin@avondaleaz.gov).

**Section III – Price Proposal:**

- 3.1. Enter the price on the Price Proposal Sheet, Exhibit A. Price shall be F.O.B Destination to City of Avondale Parks and Recreation Department.
- 3.2. The City intends to award this contract to the Contractor that it considers will provide the best overall approach to providing the service.
- 3.3. All responses shall be considered firm for a period of 90 calendar days, commencing the day following the date of the request for proposal due date. Any responses specifying any time less than 90 calendar days shall be deemed non-responsive.

**Note:** Prices offered shall include applicable state and local taxes.

**Section IV – Execution and Submission**

By executing this document and submitting a proposal to the City of Avondale, the authorized agent agrees (i) he/she has read the City’s Standard Terms and Conditions, dated March 16, 2020, as set forth on the City of Avondale website ([https:// www.avondaleaz.gov/government/departments/finance-budget/standard-terms](https://www.avondaleaz.gov/government/departments/finance-budget/standard-terms)), which are incorporated into and become a part of the company’s proposal offer as if set forth fully herein and (ii) the company shall be bound by the Standard Terms and Conditions, dated March 16, 2020. By signing below the company is offering to provide the services set forth in Scope of Work, Exhibit A and B and upon written acceptance of the company’s offer by the City, it will have entered into a binding agreement. The offer shall be considered held open for 90 days from the quotes due date set forth above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Telephone No. \_\_\_\_\_

**Proposals for amounts exceeding \$50,000 will not be authorized and will require a formal procurement process.**

**ACCEPTANCE OF OFFER AND CONTRACT AWARD (For City of Avondale Use Only)**

The Contractor Offer is hereby accepted. The Contractor shall not commence any billable work or provide any materials or service under this Contract prior to the date this Contract is executed.

City of Avondale, an Arizona municipal corporation

\_\_\_\_\_ Date: \_\_\_\_\_  
Charles Montoya, City Manager

EXHIBIT A  
TO  
INFORMAL REQUEST FOR PROPOSAL  
FOR  
YOUTH SPORTS LEAGUES PHOTOGRAPHER

PR 21-054

[Contractor Application]

(See following page(s).)

## CONTRACTOR APPLICATION

**PLEASE TYPE OR PRINT LEGIBLY**

**1. Contact Person for this Application**

Name:	Phone Number:	Email:
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**2. Company Detail**

Company Name:	ACC #:	
Company Address:		
City:	State:	Zip Code:
Years in business:		Number of Employees

**3. Principal of Company (If there are more principals, please attached a separate sheet of paper.)**

Name:	Title:	
Phone Number:	Email:	
Company Address:		
City:	State:	Zip Code:

**4. Experience of Firm and Reference**

Project 1. Project Description	Start Date:	
	End Date:	
Key personnel for this project:		
Client Name:	Client Email:	Client Phone Number:
Client Address:		

Project 2. Project Description	Start Date:	
	End Date:	
Key personnel for this project:		
Client Name:	Client Email:	Client Phone Number:
Client Address:		

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## CONTRACTOR APPLICATION

Project 3. Project Description		Start Date:
		End Date:
Key personnel for this project:		
Client Name:	Client Email:	Client Phone Number:
Client Address:		

5. **Key Personnel who will be assigned to this project**

Name of Member 1.	Job Title:	Years of Experience:
License(s)/certification(s):	<input type="checkbox"/> Yes, copies of licenses/certifications have been attached.	
Duties:		

Name of Member 2.	Job Title:	Years of Experience:
License(s)/certification(s):	<input type="checkbox"/> Yes, copies of licenses/certifications have been attached.	
Duties:		

Name of Member 3.	Job Title:	Years of Experience:
License(s)/certification(s):	<input type="checkbox"/> Yes, copies of licenses/certifications have been attached.	
Duties:		

Name of Member 4.	Job Title:	Years of Experience:
License(s)/certification(s):	<input type="checkbox"/> Yes, copies of licenses/certifications have been attached.	
Duties:		

Name of Member 5.	Job Title:	Years of Experience:
License(s)/certification(s):	<input type="checkbox"/> Yes, copies of licenses/certifications have been attached.	
Duties:		

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**CONTRACTOR APPLICATION**

6. Samples

Included. Per Section II Instruction and Conditions, subsection 2.1.3, please attach samples of previous work including photo(s), registration form(s), a list of package options and prices

7. Proof of Liability Insurance

Included. Per Section II Instruction and Conditions, subsection 2.1.4, please attach proof of liability insurance

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

EXHIBIT B  
TO  
INFORMAL REQUEST FOR PROPOSAL  
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[Contractor's Price Proposal]

(See following page(s).)

EXHIBIT B

PRICE PROPOSAL

PR 21-054

YOUTH SPORTS LEAGUES PHOTOGRAPHER

Please submit a price for the **SCENARIO**<sup>3</sup> below. Pricing shall be all-inclusive such as overhead, profit, design, taxes, equipment, labor and material. All pricing blanks must be filled in.

Item	SCENARIO: Coed Soccer Fall Season 2022	Quantity/Packet	# of Teams	Total Price
1.	<p><b>Each Team has eleven (11) Players, packet option includes:</b></p> <p>1.1. Team Picture: One (1) picture 5" x 7" for each player.</p> <p>1.2. Individual Pictures : Twenty (20) pictures for each player.</p> <p><b>Free of Charge Items:</b></p> <p>1.3. Team Photo Plaques: One (1) for each Coach</p> <p>1.4. Coach Headshot: One (1) headshot of each Coach for Avondale Recreation</p> <p>1.5. Action Shots: Fifty (50) pictures for Avondale Recreation</p>	\$ _____ /Packet	6 Teams	\$ _____

Company Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<sup>3</sup> The scenario applies to the packet option (lines 1.1 and 1.2), the purpose is to evaluate each proposer's pricing on the same basis. The scenario does not represent the final packet option. Free of Charge Items (lines 1.3, 1.4 and 1.5) are required by the scope of work.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_