



**Fashion Institute
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NOTICE TO ALL FIRMS

Date: September 6, 2024

To: All Prospective Bidders

From: Candida Poinsette
Assoc. Director, Procurement Services

Re: Addendum Number 1
RFP C1641 – Graduation Photography

*** All bids are due on or before September 13, 2024 at 12 noon.

Questions:

1. Event Scope:

- Could you provide the estimated number of graduation ceremonies or events that will require photography and video services during the contract period?

A1. 6 undergrad ceremonies at Central Park, 1 grad ceremony at FIT's campus. Photo services only -- video services are not included in this RFP.

2. Specific Deliverables:

- What specific deliverables are expected from the photographer and videographer (e.g., number of edited photos, duration of video highlights, etc.)? Is there a preferred format or platform for the final media delivery?

A2. The selected vendor will be offering print photo packages for sale directly to our graduates. Refer to pages 5-6 of the RFP for details. Video services are not required for this RFP.

3. Stylistic Preferences:

- Does SUNY-FIT have any specific stylistic preferences for the photography and videography? For example, are candid shots, posed images, or a mix of both preferred?

A3. Posed formal and "cap-and-gown" portraits are required; candid photos can also be included in the photo package offerings to the graduates.

4. On-Site Logistics:

- Will there be designated areas for photographers and videographers to work from during the graduation events? Are there any particular logistics or campus guidelines we should be aware of (e.g., access restrictions, power supply availability)?

A4. Yes, there will be a dedicated space for photographers to work from. (See page 2 of the RFP for details.) Specific logistics will be discussed with the selected vendor(s); however, it should be kept in mind that the 6 undergraduate events will be held outdoors, rain or shine.

5. Post-Event Processing:

- What is the expected turnaround time for delivering the final edited photos and videos after the graduation events? Are there any milestones or deadlines that we need to meet for delivering these materials?

A5. Photographs must be delivered to students in a timely manner, following standard market practices.

6. Past Performance Criteria:

- Are there any key performance indicators (KPIs) or past performance expectations that the selected vendor should meet based on previous graduation photography contracts at FIT?

A6. No

7. Contract Extensions:

- If the contract is extended beyond the initial year, will there be any changes or additional requirements for the second and third years? Are there any performance-based metrics that will influence the contract extensions?

A7. No changes are expected. However, the number of graduates and ceremonies may change each year.

8. Coordination with FIT Staff:

- Will the selected vendor be required to coordinate closely with any FIT staff, such as event planners or communications teams, to ensure a smooth execution of the services during graduation?

A8. The selected vendor(s) will be assigned a dedicated project manager for pre-event planning and an on-site FIT coordinator at each event.

9. Marketing and Usage Rights:

- Who retains the rights to the photos and videos captured during the graduation events? Are vendors allowed to use the footage in their portfolios or marketing materials, or is all intellectual property retained by FIT?

A9. The firm(s) selected for this RFP will be selling photo packages directly to graduates and should follow standard market practices for ownership of intellectual property.

10. Event Coverage:

- Are there any specific moments during the ceremonies (e.g., commencement speeches, diploma handoffs, group shots) that should be prioritized for photography and videography coverage?

A10. For the graduate ceremony ONLY, the vendor will be asked to take 7 or 8 "group" shots to be included in the photo package offerings -- one photo will capture all of the graduates, and the remainder will capture each of our 7 majors' graduates. Please indicate in the proposal if the vendor is able to provide commencement speech, key stage moments, candids, and step-and-repeat images to FIT for FIT's use.

11. Proposal Requirements:

- How should the proposal be written out? Are there any specific requirements or formatting guidelines for the proposal submission, such as sections to include or length constraints?

A11. Refer to pages 3-5 for RFP submission requirements.

YOUR REQUEST FOR PROPOSAL SUBMITTAL. YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

Signature _____

Print Name and Title of Authorized Representative

Print Name of Company/Partnership/Individual

Date _____