



Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<http://fiscal.gmu.edu/purchasing/>



**REQUEST FOR PROPOSALS  
GMU-1555-19**

**ISSUE DATE:** February 18, 2019

**TITLE:** Photography/Videography Services

**PRIMARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director, [erauch@gmu.edu](mailto:erauch@gmu.edu)

**SECONDARY PROCUREMENT OFFICER:** Grace Lymas, Senior Buyer, [glymas@gmu.edu](mailto:glymas@gmu.edu)

**QUESTIONS/INQUIRIES:** E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on February 25, 2019. All questions must be submitted in writing. Responses to questions will be posted on the Mason Purchasing Website by 5:00 PM EST on February 28, 2019. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** March 11, 2019 @ 2:00 PM EST. Hand deliver or mail proposals directly to the address above. Electronic submissions will not be accepted. A public opening will not be held. Late proposals will not be accepted.

**Note:** A return envelope is not being provided. It is the responsibility of the Offeror to ensure the proposal is submitted in a sealed envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request for Proposal. See Section XII Paragraph C herein. If delivering proposals by hand, deliver to the Purchasing Department located in Suite 4200 of Alan and Sally Merten Hall (Merten Hall), Fairfax Campus. Campus Map. Office hours are 8:30AM to 5:00PM.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

Name and Address of Firm:

Legal Name: Meghan Reese

DBA: Meghan Reese

Address: 590 15th Street S, #449

Arlington VA 22202

FEI/FIN No. N/A

Fax No. N/A

Email: ographybyMatbr@gmail.com

SWaM Certified: Yes: \_\_\_\_\_ No: ☒ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: N/A

Date: 3/5/19

By: Meghan Reese  
Signature

Name: Meghan Reese

Title: photographer/videographer

Telephone No. 410.417.1381

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

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- I. **PURPOSE:** The purpose of this Request for Proposal (RFP) is to solicit sealed proposals to establish a contract through competitive negotiations with one or more qualified vendors to provide photography/videography and promotional video services for the Washington Scholars Program at George Mason University and other Mason departments as needed (herein after referred to as "Mason," or "University"). George Mason University is an educational institution and agency of the Commonwealth of Virginia.

Mason reserved the right to make one award or multiple awards.

- II. **PURCHASING MANUAL/GOVERNING RULES:** This solicitation and any resulting contract shall be subject to the provisions of the Commonwealth of Virginia *Purchasing Manual for Institutions of Higher Education and their Vendor's*, and any revisions thereto, and the *Governing Rules*, which are hereby incorporated into this contract in their entirety. A copy of both documents is available for review at: <https://vascupp.org>
- III. **COMMUNICATION:** Communications regarding the Request For Proposals shall be formal from the date of issuance until a contract has been awarded. Unless otherwise instructed offerors are to communicate with only the Procurement Officers listed on the cover page. Offerors are not to communicate with any other employees of Mason.
- IV. **FINAL CONTRACT:** ATTACHMENT B to this solicitation is Mason's standard two-party contract. It is the intent of this solicitation to base the final contractual documents off of Mason's standard two-party contract and Mason's General Terms and Conditions. Any exceptions to our standard contract and General Terms and Conditions should be denoted in your RFP response. Other documents may be incorporated into the final contract, either by way of attachment or by reference, but in all cases this contract document and Mason's General Terms and Conditions shall jointly take precedence over all other documents and will govern the terms and conditions of the contract.
- V. **ADDITIONAL USERS:** It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor(s), the resultant contract(s) will be extended to the entities indicated above to purchase goods and services in accordance with contract terms. As a separate contractual relationship, the participating entity will place its own orders directly with the Contractor(s) and shall fully and independently administer its use of the contract(s) to include contractual disputes, invoicing and payments without direct administration from the University. No modification of this contract or execution of a separate agreement is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of the contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the contractor.

The University may require the Contractor provide semi-annual usage reports for all entities accessing the contract. The University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that the University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Use of this contract(s) does not preclude any participating entity from using other contracts or competitive processes as needed.

- VI. **eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION:** The eVA Internet electronic procurement solution, website portal [www.eVA.virginia.gov](http://www.eVA.virginia.gov), streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet eProcurement solution by completing the free eVA Vendor Registration. All bidders or offerors agree to self-register in eVA and pay the Vendor Transaction Fees prior to being awarded a contract. Registration instructions and transaction fees may be viewed at: <https://eva.virginia.gov/>
- VII. **SWaM CERTIFICATION:** Vendor agrees to fully support the Commonwealth of Virginia and Mason's efforts related to SWaM goals. Upon contract execution, eligible vendors (as determined by Mason and the Virginia Department of Small Business and Supplier Diversity) shall submit all required documents necessary to achieve SWaM certification to the Department of Small Business and Supplier Diversity within 90 days. Vendors currently SWaM certified agree to maintain their certification for the duration of the contract and shall submit all required renewal documentation at least 30 days prior to existing SWaM expiration. <https://www.sbsd.virginia.gov/>

VIII. **PERIOD OF PERFORMANCE:** One (1) year from date of award with four (4) successive one-year renewal options.

IX. **BACKGROUND:** The Washington Scholars Program invites high school scholars from around the world to Mason to experience a weeklong conference with a concentration in either journalism or environmental science. The conferences offer college credit from the university, and a life changing experience.

The conferences are enhanced by an ever present photographer/videographer who documents the students' experiences while they are here. The footage captured may also be used for future promotional materials. Past years have included more than 1,000 photos taken, edited, and published for each of the three conference, as well as nightly video highlights of each day and a final summary video showed at the end of the week.

These enhancements to the conference experience leave the students satisfied with their experience at the conference, and they have a positive impression with the university – allowing the conferences to be used as a recruitment tool for Mason. The conferences are also revenue generating, bringing in money for the school.

X. **STATEMENT OF NEEDS:** The contractor must meet the following minimum requirements:

- Ability to staff the three summer conferences (Washington Youth Summit on the Environment, Washington Journalism and Media Conference 1, and Washington Journalism and Media Conference 2). Includes full day service for the 6 day conferences from 7 am to 10 pm each day, following students while they go into Washington, D.C. and the surrounding areas – transportation on buses with students will be provided.
- Deliverables:
  - Headshots of each student (300 students/conference) will be taken on the second to last day of each conference outside the US Capitol building, with the photos available online for the students at the completion of the conference
  - 1 multimedia presentation per night of each of the conferences. This presentation includes a 60 to 90 second summary video of the day posted to all social media outlets and archived on hard drive. Video includes photos, videos and interviews with students
  - Nightly posting of 50 high quality photos of the day posted to social media outlets and archived on hard drive.
  - 1 final wrap video. This video is 7 to 8 minutes in length and features all students and staff of the conference, it is comprised of both videos and photos and is set to music (department will pay vendor for any related licensing costs). It is to be presented on the final day morning of each program.
- Delivery of all high-resolution images edited and RAW and video for future unrestricted usage.
- Annual commercial for each summer program. Each commercial should be no more than 2 minutes long and used in promotional materials and presentations for programs. Commercial is delivered by October 1 each year and includes refreshed content from the summer programs.
- Coverage: Photographic stills; filmography and direction (shot in 16x9 HD 1080p); editing; chryon/text overlay; social media sharing.
- Delivery of all final content and files within one week of individual event conclusion.
- Rights waiver: worldwide, all media, in perpetuity

XI. **COST OF SERVICES:** See Section XII.B.5 below.

XII. **PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:**

A. **GENERAL REQUIREMENTS:**

- I. **RFP Response.** In order to be considered, Offerors must submit a complete response to Mason's Purchasing Office prior to the due date and time stated in this RFP. Offerors are required to submit **one (1)** signed original hardcopy (paper) of the entire proposal including all attachments and proprietary information and **four (4)** extra hardcopies (paper) including all attachments and proprietary information. In addition, the Offeror shall submit one (1) complete signed copy of the original proposal including all attachments and proprietary information, on CD, thumb drive or other electronic device. If proposal contains proprietary information, then submit two (2) CD's, thumb drive



or other electronic device; one (1) with proprietary information included and one (1) with proprietary information removed (see also Item 2e below for further details). The Offeror shall make no other distribution of the proposals.

- a. At the conclusion of the RFP process proposals with proprietary information removed (redacted versions) shall be provided to requestors in accordance with Virginia's Freedom of Information Act. Offerors will not be notified of the release of this information.

2. Proposal Presentation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in your proposal being scored low.
- b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirement of the RFP. Emphasis should be on completeness and clarity of content.
- c. Each hardcopy of the proposal should be bound in a single volume where practical. The original hard copy proposal must be clearly marked on the outside of the proposal. All documentation submitted with the proposal should be bound in that single volume.
- d. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number corresponding section of the RFP. It is also helpful to cite the paragraph number, sub letter and repeat the text of the requirement as it appears in the RFP. The proposal should contain a table of contents which cross references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirement of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material.

1. A WORD version of this RFP will be provided upon request.

- e. Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.) with the trade secrets and/or proprietary information redacted. *If all of these requirements are not met, then the firm's entire proposal will be available for public inspection.*

**IMPORTANT: A firm may not request that its entire proposal be treated as a trade secret or proprietary information, nor may a firm request that its pricing/fees be treated as a trade secret or proprietary information, or otherwise be deemed confidential. If after given a reasonable time, the Offeror refuses to withdraw the aforementioned designation, the proposal will be rejected.**

3. Oral Presentation: Offerors who submit a proposal in response to this RFP **may be** required to give an oral presentation/demonstration of their proposal/product to Mason. This will provide an opportunity for the Offeror to clarify or elaborate on their proposal. Performance during oral presentations may affect the final award decision. If required, oral presentations are tentatively scheduled for **Week of March, 25, 2019**. Mason will expect that the person or persons who will be working on the project to make the presentation so experience of the contractor's staff can be evaluated prior to making selection. Oral presentations are an option of Mason and may or may not be conducted; therefore, it is imperative all proposals should be complete

- B. **SPECIFIC REQUIREMENTS:** Proposals should be as thorough and detailed as possible to allow Mason to properly evaluate the Offeror's capabilities and approach toward providing the required services. Offerors are required to submit the following items as a complete proposal.

1. **Procedural information:**
  - a. Return signed cover page and all addenda, if any, signed and completed as required.
  - b. Return Attachment A - Vendor Data Sheet.
  - c. State your payment preference in your proposal response. (See section XV.)
2. **Qualifications and Experience:** Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following:
  - a. Describe your experience in providing similar services described in the Statement of Needs.
  - b. Qualifications and resumes of personnel working with Mason.
  - c. Provide a sample project.
3. **Specific Plan (Methodology):** Explain your approach/specific plans for providing the proposed services outlined in the Statement of Needs.
4. **References:** No fewer than three (3) that demonstrates the Offeror's qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email address for each reference and indicate the length of service.
5. **Proposed Pricing:** Provide a flat rate per conference and an hourly rate for additional edits or content outside the original specifications described in the Statement of Needs. Additional Mason departments may access this contract using the hourly rate or additional pricing. You may also submit a price list for services outside the original scope. Pricing may be negotiated at time of quote request.

- C. **IDENTIFICATION OF THE PROPOSAL ENVELOPE:** Return envelopes are not being provided. It is the responsibility of the Offeror to clearly mark submission envelopes identifying the contents as a response to this Request For Proposal as follows:

FROM: Name of Offeror \_\_\_\_\_ Due Date/Time: **March 11, 2019 @ 2:00PM EST**

Street or Box Number \_\_\_\_\_ RFP Number: **GMU-1555-19**

City, State, Zip Code \_\_\_\_\_ RFP Title: **Photography/Videography Services**

Name of Procurement Officer or Buyer: **Erin Rauch, Assistant Director**

The envelope or package should be addressed to the Issuing Agency as directed on Page 1 of the solicitation. If a proposal is mailed, the Offeror takes the risk that the envelope/package, even if marked as described above, may be inadvertently opened and the information compromised which may cause the proposal to be disqualified. Proposals may be hand delivered to the designated location in the office issuing the solicitation. No other correspondence or other bid/proposal should be placed in the envelope.

### **XIII. INITIAL EVALUATION CRITERIA AND SUBSEQUENT AWARD:**

- A. **INITIAL EVALUATION CRITERIA:** Proposals shall be initially evaluated and ranked using the following criteria:

	<b><u>Description of Criteria</u></b>	<b><u>Maximum Point Value</u></b>
1.	Experience.	20
2.	Proposal.	20
3.	References of similar size and scope.	15

4.	Sample Project.	10
5.	Proposed Pricing.	30
6.	Vendor is certified as a small, minority, or women-owned business (SWaM) with Virginia SBSB at the proposal due date & time.	5

Total Points Available: 100

B. **AWARD:** Following the initial scoring by the evaluation committee, at least two or more top ranked offerors may be contacted for oral presentations/demonstrations or advanced directly to the negotiations stage. *If oral presentations are conducted Mason will then determine, in its sole discretion, which vendors will advance to the negotiations phase.* Negotiations shall then be conducted with each of the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Mason shall select the offeror which, in its sole discretion has made the best proposal, and shall award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should Mason determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. Mason is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (*Governing Rules §49.D.*).

XIV. **CONTRACT ADMINISTRATION:** Upon award of the contract, Mason shall designate, in writing, the name of the Contract Administrator who shall work with the contractor in formulating mutually acceptable plans and standards for the operations of this service. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from Mason shall be transmitted through the Contract Administrator, or their designee(s) however, the Contract Administrator shall have no authority to approve changes which shall alter the concept or scope of the work or change the basis for compensation to the contractor.

XV. **PAYMENT TERMS / METHOD OF PAYMENT:**

*PLEASE NOTE: THE VENDOR MUST REFERENCE THE PURCHASE ORDER NUMBER ON ALL INVOICES SUBMITTED FOR PAYMENT.*

Option #1- Payment to be mailed in 10 days-Mason will make payment to the vendor under 2%10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is [acctpay@gmu.edu](mailto:acctpay@gmu.edu).

The 10 day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10<sup>th</sup> day.

Option #2- To be paid in 20 days. The vendor may opt to be paid through our ePayables credit card program. The vendor shall submit an invoice and will be paid via credit card on the 20<sup>th</sup> day from receipt of a valid invoice. The vendor will incur standard credit card interchange fees through their processor. All invoices should be sent to:

George Mason University  
Accounts Payable Department  
4400 University Drive, Mailstop 3C1  
Fairfax, Va. 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
e-mail: [AcctPay@gmu.edu](mailto:AcctPay@gmu.edu)

Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. For additional information or to sign up for electronic payments, go to <http://www.paymode.com/gmu>. There is no charge to the vendor for enrolling in this service.

**Please state your payment preference in your proposal response.**

## **XVI. SOLICITATION TERMS AND CONDITIONS:**

- A. GENERAL TERMS AND CONDITIONS – GEORGE MASON UNIVERSITY:  
<http://fiscal.gmu.edu/purchasing/do-business-with-mason/view-current-solicitation-opportunities/>
- B. SPECIAL TERMS AND CONDITIONS – GMU-1555-19. (Also see ATTACHMENT B – SAMPLE CONTRACT which contains terms and conditions that will govern any resulting award).

1. BEST AND FINAL OFFER (BAFO): At the conclusion of negotiations, the Offeror(s) may be asked to submit in writing, a best and final offer (BAFO). After the BAFO is submitted, no further negotiations shall be conducted with the Offeror(s).
2. CANCELLATION OF CONTRACT: Mason reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 30 days written notice to the Contractor. In the event the initial Contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the Contract period upon 30 written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
3. COMPLIANCE WITH LAW: (If Applicable): All goods and services provided to George Mason University shall be done so in accordance with any and all local, state and federal laws, regulations and/or requirements. This includes any applicable provisions of FERPA or the "Government Data Collection and Dissemination Practices Act" of the Commonwealth of Virginia.
4. CONFLICT OF INTEREST: By submitting a proposal the contractor warrants that he/she has fully complied with the Virginia Conflict of Interest Act; furthermore certifying that he/she is not currently an employee of the Commonwealth of Virginia.
5. LATE PROPOSALS: To be considered, proposals must be received at the specific office location specified in this solicitation on or before the date and time designated in this solicitation.

Offerors are responsible for the delivery of the proposal and if using U.S. Mail or a delivery service should ensure that the proposal is addressed properly. Proposals are due at 2:00PM on the date specified on the cover page of this solicitation. The Purchasing Department will contact the Offeror to arrange for pick up or destruction of the late proposal. The official time used in receipt of proposals shall be the time on the automatic time stamp machine of Mason's Purchasing Office, address and location on cover page of solicitation.

**George Mason University is not responsible for delays in the delivery of mail by the U.S. Postal Service, private couriers, or the intra-university mail system. It is the responsibility of the Offeror to ensure that its proposal reaches the issuing office by the designated date and hour.**

6. OBLIGATION OF OFFEROR: It is the responsibility of each Offeror to inquire about and clarify any requirements of this solicitation that is not understood. Mason will not be bound by oral explanations as to the meaning of specifications or language contained in this solicitation. Therefore, all inquiries must be in writing and submitted as instructed on page 1 of this solicitation. By submitting a proposal, the Offeror covenants and agrees that they have satisfied themselves, from their own investigation of the conditions to be met, that they fully understand their obligation and that they will not make any claim for, or have right to cancellation or relief from this contract because of any misunderstanding or lack of information.
7. RENEWAL OF CONTRACT: This contract may be renewed by Mason for four (4) successive one-year periods, or as negotiated, under the terms and conditions of the original contract except as stated in 1. and 2. below. Price increases may be negotiated only at the time of renewal. Written notice of the Commonwealth's intention to renew shall be given approximately 90 days prior to the expiration date of each contract period.
  - a. If the Commonwealth elects to exercise the option to renew the contract for an additional one-year period, the contract price(s) for the additional one year shall not exceed the contract price(s) of the original contract increased/decreased by more than the percentage

increase/decrease of the “services” category of the CPI-U section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.

- b. If during any subsequent renewal periods, the Commonwealth elects to exercise the option to renew the contract, the contract price(s) for the subsequent renewal period shall not exceed the contract price(s) of the previous renewal period increased/decreased by more than the percentage increase/decrease of the “services” category of the CPI-U section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.

8. **RFP DEBRIEFING:** In accordance with §49 of the *Governing Rules* Mason is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. However upon request we will provide a scoring/ranking summary and the award justification memo from the evaluation committee. Formal debriefings are generally not offered.

9. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Mason’s Purchasing office. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish Mason’s Purchasing office the names, qualifications, criminal background checks and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.

**XVII. RFP SCHEDULE (Subject to Change):**

- Issue in eVA: 2/18/19
- Advertise in Washington Post: 2/18/19
- Vendors submit questions by: 2/25/19 by 4:00 PM EST
- Post Question Responses: 2/28/19 by 5:00 PM EST
- Proposals Due: 3/11/19 @ 2:00 PM EST
- Proposals to Committee: 3/12/19
- Review and Score Proposals: 3/12/19 – 3/19/19
- Scores to Purchasing: 3/19/19
- Oral presentations (if necessary): Week of 3/25/19
- Negotiations/BAFO: Week of 4/01/19
- Award: TBD
- Contract Start Date: TBD

**ATTACHMENT A**  
**VENDOR DATA SHEET**  
**TO BE COMPLETED BY OFFEROR**

1. **QUALIFICATION OF OFFEROR:** The Offeror certifies that they have the capability and capacity in all respects to fully satisfy all of the contractual requirements.

2. **YEARS IN BUSINESS:** Indicate the length of time in business providing this type of service:

Type of Business: Multimedia production 8 Years 0 Months

3. **BUSINESS STATUS:**

A. Type of organization (circle one):

Individual  
Sole Proprietor

Partnership  
Government

Corporation  
Other (explain)

B. Category (circle one):

Manufacturer/Producer  
Service Establishment  
Other (explain)

Mfg.'s Agent  
Distributor

Retailer  
Wholesaler

C. Status: If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number \_\_\_\_\_. For certification assistance, please visit <http://www.sbsd.virginia.gov/>. (Please check all applicable classifications. Must be certified with **VIRGINIA SBSBD** to qualify)

\_\_\_\_ (MB) MINORITY OWNED. "Minority-owned business" means a business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

\_\_\_\_ (WB) WOMAN OWNED. "Women-owned business" means a business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

\_\_\_\_ (SB) SMALL BUSINESS: "Small business" means a business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.

\_\_\_\_ LARGE BUSINESS

I certify the accuracy of this information.

Signed: Meghan Reese

Title: Photographer/Videographer

Printed Name: Meghan Reese

Date: 3/5/19

# *washington scholars program*

PROPOSAL 2019



# *specification*

- \* Proposal submission: ATTN: Erin Rauch, Assistant Director  
George Mason University; GMU-1555-19
- \* Project type: Photography/videography services
- \* Projection for completion: Event 1: George Mason University's Washington Youth Summit on the Environment (June 23-28, 2019); Event 2: GMU's Washington Journalism and Media Conference (July 7-12, 2019); Event 3: GMU's Washington Journalism and Media Conference (July 14-19, 2019)
- \* Rights waiver: worldwide, all media, in perpetuity
- \* Hourly rate: \$150/hour photography; \$100/hour post production editing
- \* WSP Rate: payment option 1
  - Year 1: \$6,500 per conference week; \$19,500 total (all three weeks as current scheduled)\*
  - Year 2: \$7,000 per conference week; \$21,000 total (all three weeks as current scheduled)\*
  - Year 3: \$7,500 per conference week; \$22,500 total (all three weeks as current scheduled)\*
  - Commercial Pricing: \$1,500 flat fee (remains constant for 3 years)
  - \*Pricing will adjust to per week rates if additional conference weeks are added in future years

# *content*

Each package will be tailored to the pillars of each respective conference and capture moments to convey the immersive experience of these programs.

The WYSE media will highlight the experiential learning and mission-driven opportunities offered, while WJMC's will turn the lens right back on the students' hoping to one day hold reins.

Having served as the photographer/producer for the Washington Scholars Program since 2014, as well as a speaker for George Mason's Washington Journalism and Media Conference since 2011, I have a keen understanding and appreciation for the goals of the conference team and the targeted audience.

For the past five years I have created the production guidelines and implemented the best practices that successfully generate WSP content every year and have built a rapport with the administration, faculty and students.



# coverage

- Photographic stills (shot in the photojournalism style in RAW unless otherwise specified by client)
- Filmography and direction (shot in 16x9 HD 1080p using a variety of kits unless otherwise specified by client)
- Editing
  - Chryon/text overlay
  - Social media sharing
- Deliverables: delivery of all final content and files within one week of individual event conclusion



# *deliverable samples*

\* Headshots of each student — please see examples at

<https://www.flickr.com/photos/wjmc/>

<https://www.flickr.com/photos/wjmc/albums/72157698138609254>

\*

Multimedia presentation per night — please see examples at

<https://www.youtube.com/user/WJournalism/videos>

<https://www.youtube.com/user/WEnvironment/videos>

Nightly posting of 50 high quality photos each day— please see examples:

<https://www.facebook.com/wyse.mason/> ;

<https://www.facebook.com/pg/WJMC.Mason/photos/>

\*

Final wrap video — please see most recent examples:

[https://www.youtube.com/watch?v=bXRgOVw\\_Ujo](https://www.youtube.com/watch?v=bXRgOVw_Ujo)

<https://www.youtube.com/watch?v=OQBvPimlgTo>

<https://www.youtube.com/watch?v=agnWBRcCtlg>

\*

Annual commercial for each program — please see most recent examples:

<https://www.youtube.com/watch?v=t2qWO1C28qI>

<https://www.youtube.com/watch?v=CCthJ2Lw0hA>





# *about*

Meghan A.T.B. Reese is a producer, photographer, and writer, whose credits include National Geographic, Discovery Channel, Travel Channel, A&E, History Channel, Science Channel, Animal Planet, HGTV, Investigation Discovery, PBS, Smithsonian Channel, UK Channel 5, and Sony/IMAX's 3Net 3D films.

Prior to making the switch to television and film, Reese was an award-winning writer and editor for several newspapers, medical, health and lifestyle magazines, and executive editor of Today's Dietitian Cookbook. Her writing career began in the Life section of USA TODAY.

Reese earned a B.A. in Broadcast Journalism from American University.

Ography is a full-service content creator providing support from pre-production through post and across the media platform spectrum. Ography's body of work has been featured for the National Park Service, National Geographic, PBS, The White House Visitors' Center, The future Library of President Barack Obama, The U.S. Department of State, George Mason University Admissions Office, and the Graduate Management Admission Council.

# references

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*Thank You*