



**JOHN BOAL PHOTOGRAPHY, LLC**  
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**RFP GMU-1592-19**

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## **Section I.**

### **XI.B.1a.b. PROCEDURAL INFORMATION (attached) Cover Page & Addenda. Attachment A. Vendor Data Sheet**

### **XI.B.1.c PROCEDURAL INFORMATION**

#### **Payment Preference:**

Option #3: Net 30 Payment Terms (as per section XIV)

## **Section II (XI.B.2.a) QUALIFICATIONS AND EXPERIENCE:**

JOHN BOAL PHOTOGRAPHY is the principal Offeror for the RFP GMU-1592-19. John Boal has been in business as a photographer since 2006. John Boal Photography has been performing the Faculty/Staff portraits and student headshots at the GMU Scalia Law School since 2015. John Boal has been delivering student headshots for various departments in the GMU School of Business since 2016. In addition to performing portraits for GMU Scalia Law School, John Boal has photographed portraits of many different people for different clients such as the #1 pick in the 2017 NBA Draft, Markelle Fultz, Congresswoman Pramila Jayapal, and actress Betty Buckley as well as many other people known and unknown. As a photojournalist, John Boal Photography has covered sporting events such as DC United, George Mason University Basketball, Potomac Nationals Baseball, the United States Women's National Team, as well as a hundreds of high school sporting events large and small. John Boal is co-president of the DC Chapter of The American Society of Media Photographers, a national organization dedicated to promoting best business practices of media photographers. John Boal's portrait work has been honored by organizations such as the White House News Photographers Association, The National Press Photographers Association and the Virginia News Photographers Association among others. Clients include, but are not limited to George Mason University, The New York Times, The Wall Street Journal, The Boston Globe, Major League Baseball, Starbucks and Scholastic Inc.

John Boal

[john@johnboalphotography.com](mailto:john@johnboalphotography.com)

571.243.1075

## **Section III (XI.B.2.b) Qualifications and Resumes of Personnel working with Mason**

**MARK FINKENSTAEDT ([www.mfpix.com](http://www.mfpix.com)) [mark@mfpix.com](mailto:mark@mfpix.com) 202.922.6818**

Mark Finkenzaedt has been a photographer in the DC area for over 30 years. His vast experience covers all kinds of events and portraits with the capability to shoot nearly anything and everything. He has experience photographing sporting events and portraits of many kinds of clients including professional athletes as well as VIPs. His clients include but are not limited to George Mason University, The Washington Post, The Boston Globe, General Motors Corporation, Harvard Medical School and The Los Angeles Times among others.

**MICHAEL OLLIVER (<http://mikeolliver.com/>) [mike@mikeolliver.com](mailto:mike@mikeolliver.com) 703.725-5545**

Mike Olliver has been a photographer in the DC-Baltimore area for over 25 years, with an incredible array of diverse experience photographing events, as well as portraits. His clients include, George Mason University, American Diabetes Association, Milken Foundation among others.

**JEFF MANKIE (<https://www.jeffmankie.com/>) [jeff@jeffmankie.com](mailto:jeff@jeffmankie.com) 202.507.9779**

Jeff Mankie has been a photographer for over 25 years with a diverse experience of working in newspapers around the eastern seaboard. Jeff and I were staff photographers at The News & Messenger from 2008-2012. He has photographed a diverse array of sporting events such as the United States Women's National Team, George Mason University Basketball, as well as hundreds of high school sporting events around the country. He has photographed portraits of athletes, government officials among others.

## **Section IV (XI.B.2.c) SAMPLE PROJECT(S):**

- A) 2015-current. John Boal Photography has been providing portrait services to GMU Scalia Law School, photographing faculty/staff as well as student headshots. John Boal developed the methodology and procedures with GMU staff to best suit GMU needs providing exceptional service and results. These methods and desired outcomes are outlined in RFP GMU-1592-19 IX.B.1 and IX.B.2.
- B) 2008-2012 John Boal was a staff photojournalist at The News & Messenger, a daily newspaper in Manassas, VA covering sporting events that included, DC United, Potomac Nationals Baseball, George Mason University Basketball as well as hundreds of high school sporting events.

- C) 2012-current As a freelance photographer, John Boal has covered a diverse array of assignments that have included DC United Soccer, United States Women's National Team soccer, high school sports, as well as portraits of VIPs such as the #1 pick in the 2017 NBA draft, Congresswoman Pramila Jayapal, Senator Angus King and many others.



Faculty/Staff Portrait, GMU Scalia Law School

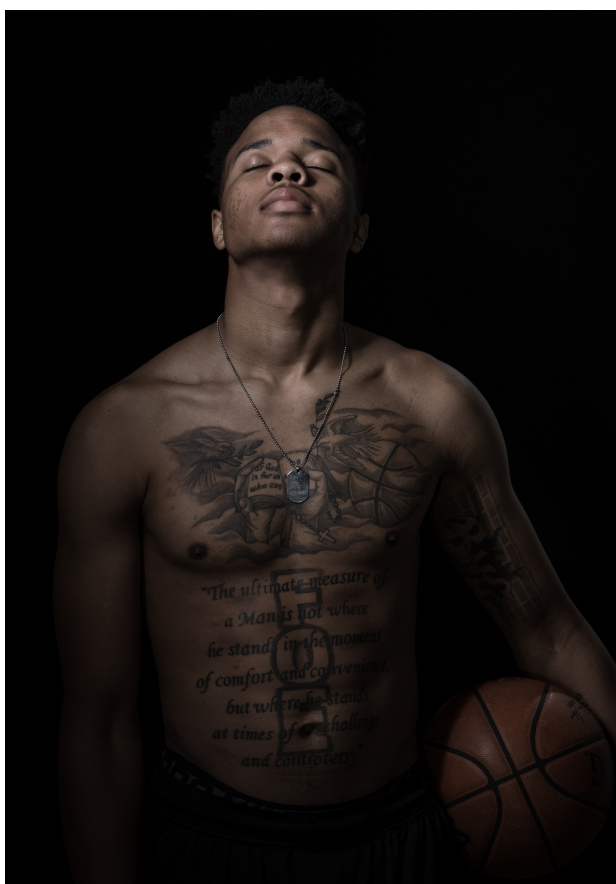


Student Headshot, GMU Scalia Law School





DC United



Markelle Fultz, #1 Pick, NBA Draft



GMU Basketball



Lacrosse Player

## **Section V. (XI.B.3) SPECIFIC PLAN(S) METHODOLOGY (IX.A) Photography Requirements for ICA**

### **Job Description:**

Event photography for GMU Intercollegiate Athletics SPORTING EVENTS as well as portrait sessions with and without on-site photo printing capability at additional expense which covers the cost of an additional assistant and the materials required for printing. Sporting events include all sports action during sporting events. Portrait sessions are presented as 3 categories of portraits. 1) ATHLETES HEADSHOTS. A large number of portraits over a short amount of time. Each athlete will be photographed in 3-5 minutes each on a standardized background dependent on GMU approval. GMU will receive 1 final image, selected by student athlete on-site or via secure online gallery. 2) ATHLETES PORTRAITS. Athletes photographed under more stylized conditions, in 10-15 minutes each, showing more of the athletes allowing room for gestures and cropping. These are also photographed against a standardized background. GMU will receive 2 final images as reviewed on a secure online gallery. 3) ENVIRONMENTAL PORTRAIT SESSION. These portraits are taken in an environmental context. The portraits will be done in multiple setups so as to portray the athlete creatively and artistically. These portraits sessions generally take an hour or more, not including set up and break down of equipment. Photographer will provide GMU with secure online gallery for review of photos. Photographer will deliver 5-10 final images as part of the ENVIRONMENTAL PORTRAIT SESSION. Photographer agrees to photograph these assignments with high-resolution digital cameras, providing their own photography, lighting and computer equipment as necessary. High-resolution jpg images will be uploaded to photo sharing site, within 3 days of the event. At the discretion of Athletic Communication Staff, select images may be delivered immediately upon completion of event. GMU agrees to validate parking or accept costs on invoice.

### **Usage Rights:**

Non-exclusive, rights licensed for use in general public relations. PR use includes web publication, social media, in-house publications, press kits. These licensing rights include third party usage by GMU allowing GMU to sublicense images to external publishing companies. Licensing rights commence with the first appearance of first insertion. Client has rights to the selects only. Photographer retains sole ownership and copyright of all photographs resulting from the assignment.

## Section VI. FEES INTERCOLLEGIATE ATHLETICS

### (EVENTS AND PORTRAIT SESSIONS)

**GMU ICA SPORTING EVENT PHOTOGRAPHY FEES** (includes post-processing such as color correction, re-touching, sharpening, resizing of images):

(up to 4 hours)	<b>\$750</b>
(up to 8 hours)	<b>\$1350</b>
Any additional photographer for conflicting event at same price	
SECURE ONLINE GALLERY/ELECTRONIC DELIVERY	<b>\$75 per photographer</b>
TRAVEL/PARKING	<b>TBD</b>
<b>SUB-TOTAL ICA SPORTING EVENT FEES (1-2+Photographers)</b>	<b>\$825-2850+</b>

**INTERCOLLEGIATE ATHLETIC PORTRAIT SESSION FEES** (includes post-processing such as color correction, re-touching, sharpening, resizing of images and delivery):

<b>1) ATHLETE HEADSHOT SESSIONS</b> (3-5 mins per person, 1 final image, selected on-site or gallery)	
UP TO 2 HOURS	<b>\$1200</b>
2 - 4 HOURS	<b>\$1800</b>
4 - 8 HOURS	<b>\$2400</b>

EXPENSES:

MEALS for Crew (applies only to 4 - 8 hour days) \$20/crew	<b>\$40</b>
FIRST ASSISTANT (digital tech, lighting, prep): 2 hr session	<b>\$250</b>
4-8 hr session	<b>\$350</b>
<b>SUB-TOTAL ATHLETE HEADSHOT SESSIONS</b>	<b>\$1450-2790</b>

**2) ATHLETES PORTRAIT SESSIONS** (10-15 min per person, 2 final selects, via online gallery)

UP TO 4 HOURS	<b>\$1800</b>
UP TO 8 HOURS	<b>\$2400</b>

EXPENSES:

FIRST ASSISTANT (digital tech, lighting, prep: \$350/day):	<b>\$350</b>
<b>SUB-TOTAL ATHLETES PORTRAIT SESSION</b>	<b>\$2150-2750</b>

**3) ENVIRONMENTAL PORTRAIT SESSIONS** (5-10 final images selected via online gallery)

PER PERSON:	<b>\$550</b>
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EXPENSES:

SECURE ONLINE GALLERY (for review)/ELECTRONIC DELIVERY OF FINAL IMAGES	<b>\$75</b>
FIRST ASSISTANT (lighting, prep):	<b>\$250</b>
<b>SUB-TOTAL ENVIRONMENTAL PORTRAIT SESSION (per person)</b>	<b>\$875</b>

<b>ADDITIONAL ON-SITE PRINTING FEE</b>	<b>\$250</b>
PER PRINT	<b>\$10</b>

EXPENSES:

PRINT ASSISTANT (digital tech, lighting, prep: \$350/day):	<b>\$350</b>
Print assistant is in addition to any other assistants already on set.	
MEALS (\$20/crew, applicable only for 4-8 hour days)	<b>\$40</b>
<b>SUB-TOTAL FOR ADDITIONAL ON-SITE PRINTING CAPABILITIES:</b>	<b>\$740</b>



## Section VII. (IX.B.1) Antonin Scalia Law School Faculty/Staff Portraits

### Job Description:

Portrait/Headshots of Faculty/Staff at GMU Antonin Scalia Law School photographed on gray seamless backdrop at location TBD. Portraits will be shot from waist up, allowing for gestures and providing room to crop. Faculty/Staff will make preliminary selects on site from laptop. Photographer will process images and provide gallery for faculty/staff to make final selects. Faculty/staff will receive 1 final image. Each faculty/staff member will be allotted 15 minutes per session. Photographer agrees to photograph this job with high-resolution digital camera, providing their own photography, lighting and computer equipment as necessary. GMU agrees to validate parking or accept costs on invoice.

**Location:** TBD

**Usage Rights:** Non-exclusive, rights licensed to GMU School of Law Faculty/Staff to be used for social media and GMU Law website(s) and any self-promotion. GMU Law also receives third party usage rights for faculty or staff to distribute their photo to any third party as needed. The Photographer retains sole copyright and ownership of all images taken for this assignment. The Photographer will only make reproductions for GMU Law or for the Photographer's portfolio, samples, self-promotions or website. If the Photographer wishes to make other uses, the Photographer shall not do so without first obtaining the permission of GMU Law.

### PHOTOGRAPHY PACKAGE RATES

*(includes post-processing such as color correction, light re-touching, sharpening, resizing of images and delivery):*

UP TO 4 HOURS	<b>\$1800</b>
UP TO 8 HOURS	<b>\$2400</b>

<b>THIRD PARTY USAGE:</b>	<b>\$250</b>
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### EXPENSES:

FIRST ASSISTANT ( <i>digital tech, lighting, prep: \$350/day</i> ):	<b>\$350</b>
MEALS ( <i>applicable only for 4-8 hour days</i> )	<b>\$40</b>
<b>SUB-TOTAL FACULTY/STAFF PORTRAITS</b>	<b>\$2400-3040</b>

## Section VIII. (IX.B.2) Antonin Scalia Law School Student Headshots

### Job Description:

*Description of Services:* George Mason University Law Students headshots to be photographed at location TBD. Each participant receives 1 final select, as determined on site via laptop. Each participant receives a postcard with a download code, allowing them to download their photograph via private web gallery within 10 minutes of the completion of the portrait session. Headshots and image selection to be done within 5 minutes per student. Photographer agrees to photograph this job with high-resolution digital camera, providing their own photography, lighting and computer equipment as necessary. GMU agrees to validate parking or accept costs on invoice.

### Usage Rights:

Non-exclusive, rights licensed for use in general public relations. PR use includes web publication, social media, in-house publications, press kits. Licensing rights commence with the first appearance of first insertion. Client has rights to the selects only. Photographer retains sole ownership and copyright of all photographs resulting from the assignment.

**PHOTOGRAPHY FEES** (includes post-processing such as color correction, light re-touching, sharpening, resizing of images and delivery):

UP TO 2 HOURS	<b>\$1200</b>
2 - 4 HOURS	<b>\$1800</b>
4 - 8 HOURS	<b>\$2400</b>

### EXPENSES:

MEALS for Crew (applies only to 4 - 8 hour days)	\$20/crew	<b>\$60</b>
FIRST ASSISTANT ( <i>digital tech, lighting, prep</i> ):	2 hr session	<b>\$400</b>
	4 hr session	<b>\$600</b>
	8 hr session	<b>\$750</b>
SECOND ASSISTANT ( <i>lighting, prep</i> )	2 hr session	<b>\$250</b>
	over 2 hours	<b>\$350</b>
<hr/> SUB-TOTAL ANTONIN SCALIA LAW SCHOOL STUDENT HEADSHOTS		<hr/> \$1850-3560

## Section IX. (IX.B.2) ADDITIONAL SERVICES

### (7th and final bullet point under IX.B.2 Student Headshots):

*"...Additional photography services occur on an ad hoc basis and may include photographing law school alumni at various locations..."*

#### Job Description:

*Description of Services:* Portrait photography of Alumni of GMU Antonin Scalia Law School to be featured on GMU School of Law website and/or PR and Marketing materials. Alumni will be photographed on location TBD. Student portraits will be performed in one day. The alumni portraits will be performed at their respective places of business. GMU will obtain 2 final selects of each student and alumni. Photographer agrees to photograph this assignment with a high-resolution digital camera and provide edited high-resolution images for review selection via web gallery.

#### Usage Rights:

Non-exclusive, rights licensed for use in general public relations. PR use includes web publication, social media, in-house publications, press kits. These licensing rights cannot be transferred to a third party by GMU School of Law. If third party usage is needed, the re-negotiation of the terms set in this contract is required and additional fees may be assessed. Licensing rights commence with the first appearance of first insertion. Client has rights to the selects only. Photographer retains sole ownership and copyright of all photographs resulting from the assignment.

**PHOTOGRAPHY FEES** *(includes post-processing such as color correction, re-touching, sharpening, resizing of images):*

PER PERSON:	<b>\$550</b>
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#### EXPENSES:

SECURE ONLINE GALLERY (for review)/ELECTRONIC DELIVERY OF FINAL IMAGES	<b>\$75</b>
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<u>FIRST ASSISTANT (digital tech, lighting, prep):</u>	<b><u>\$250</u></b>
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*SUB-TOTAL FEES PER ALUMNI PORTRAIT*

<i>(As per "Additional Services" outlined in Student Headshot section, IX.B.2):</i>	<b><i>\$875</i></b>
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## **Section X. (IX.C) All other Departments (Event pricing)**

### **Job Description:**

Event photography for All Other Departments of GMU. Pricing reflected is for standard PR event photography which is limited to candid and posed photographs of attendees and participants of general events not including Intercollegiate Athletic sporting events. These events may include but are not limited to: award receptions, luncheons, networking events, speaker series, etc. Any additional requests such as headshots or professional portraits require additional fees. Photographer agrees to photograph this assignment with a high-resolution digital camera and provide edited high-resolution images for download via web gallery within 2 days of the event. GMU agrees to validate parking or accept costs on invoice.

### **Usage Rights:**

Non-exclusive, rights licensed for use in general public relations. PR use includes web publication, social media, in-house publications, press kits. These licensing rights cannot be transferred to a third party by GMU. If third party usage is needed, the re-negotiation of the terms set in this contract is required and additional fees may be assessed. Licensing rights commence with the first appearance of first insertion. Client has rights to the selects only. Photographer retains sole ownership and copyright of all photographs resulting from the assignment.

**PHOTOGRAPHY FEES** *(includes post-processing such as color correction, re-touching, sharpening, resizing of images):*

PHOTOGRAPHER FEES/USAGE:	\$150/hr
ADDITIONAL PHOTOGRAPHERS:	\$150/hr
<b>EXPENSES:</b>	
Post-processing/retouching (1 photographer):	
<i>Event lasts up to 4 hours</i>	\$200
<i>Event lasts up to 8 hours</i>	\$400
Post-processing/retouching (2 or more photographers)	
<i>Event lasts up to 4 hours</i>	\$350
<i>Event lasts up to 8 hours</i>	\$600
ONLINE GALLERY/ELECTRONIC DELIVERY	\$75
PARKING	TBD



## **Section XI. (XI.B.4) REFERENCES**

**A) Janie Piemonte.**

Recruiting & Program Manager, Career and Academic Services Staff, GMU Scalia Law School.  
703.993.9781

[mpiemont@gmu.edu](mailto:mpiemont@gmu.edu)

**B) Kimberly Blue**

Graduate Career Manager, GMU School of Business  
703.993.8251

[kblue4@gmu.edu](mailto:kblue4@gmu.edu)

**C) Katherine Greene**

Assistant Director, Advancement & Alumni Relations  
703.993.1020

[kparkes@gmu.edu](mailto:kparkes@gmu.edu)

**D) Kim Chapin**

Deputy Director of Photography, The Boston Globe  
617.929.7590

[kim.chapin@globe.com](mailto:kim.chapin@globe.com)

**E) Dave Fawcett**

Sports Editor, Prince William Today/[insidenova.com](http://insidenova.com)  
571.991.2339

[dfawcett@insidenova.com](mailto:dfawcett@insidenova.com)



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-1592-19

ISSUE DATE:

July 1, 2019

TITLE:

Photography Services

PRIMARY PROCUREMENT OFFICER:

Christopher Mullins, Sr. Buyer, [cmullin4@gmu.edu](mailto:cmullin4@gmu.edu)

SECONDARY PROCUREMENT OFFICER:

Erin Rauch, Assistant Director Purchasing, [erauch@gmu.edu](mailto:erauch@gmu.edu)

**QUESTIONS/INQUIRIES:** E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on July 10, 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 July 12, 2019. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** July 23, 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 XI 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: John Boal  
DBA: John Boal Photography, LLC  
Address: 4520 KING ST #708  
ALEXANDRIA, VA 22302

FBI/FIN No. 26-0665914

Fax No. \_\_\_\_\_

Email: john@johnboalphotography.com

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

SWaM Certification Number: \_\_\_\_\_

Date: July 22, 2019

By: [Signature]  
Signature

Name: John Boal

Title: Owner/Photographer

Telephone No. 571-243-1075

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.

**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: Photography 13 Years 6 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

Mfg.'s Agent  
Distributor

Retailer  
Wholesaler

Other (explain) Photography

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 SBSD** 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: \_\_\_\_\_

John Boal

Title: \_\_\_\_\_

Owner/Photographer

Printed Name: \_\_\_\_\_

JOHN BOAL

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

July 22, 2019