



Request for Proposals (RFP)

Project Title: NACHC Photographer

RFP Released: May 10, 2024

Proposals Due: May 22, 2024

Organization Overview

The National Association of Community Health Centers (NACHC) is the leading national advocacy organization supporting Community Health Centers and the expansion of health care access for the medically underserved and uninsured. Community Health Centers are the largest primary care network, serving 31.5 people nationwide and an essential part of the U.S. healthcare delivery system. NACHC hosts five national conferences a year which draw thousands of health center professionals from around the country. These conferences are dynamic events that provide trainings, engagement and education opportunities and networking for attendees and corporate sponsors.

RFP Purpose

Through this Request for Proposal (RFP), NACHC is seeking photography services to cover our annual conferences and develop photos that capture conference events for marketing and promotional opportunities for a period of three years. These conferences include:

- Community Health Institute and Expo
- Policy and Issues Forum
- Financial, Operations Management and Information Technology and Expo
- Partner Conference and Expo

Tasks and Deliverables

Selected vendor will collaborate closely with NACHC's communications division to:

- Create a schedule of events to cover with photographer services.
- Work onsite at conferences to cover events and turn around select photos for social media and email blasts.

- Develop an online gallery of photos to be accessed/downloaded by staff and attendees for free with the copyright exclusively held by NACHC following the conference

Construct

The scope of work encompasses the following:

Task 1: Cover conference events onsite

- Photographer will travel to conference sites (NACHC will provide hotel room and meals) Email Of Images Electronic Transfer of "Select" Images Daily
- Archive Electronic Transfer of Images, color-corrected if necessary.
- Deliverables will also include a binder/catalogue of photos with a thumb drive of digital images to accompany catalogue.

Task 2: Photograph NACHC staff and board members onsite at NACHC conferences

- Set aside several hours or full day during the conference for staff/executive portraits.
- Photographer will provide light touch ups for each portrait following the conference.

Task 3: Create a headshot portrait station exclusively for NACHC sponsors on request.

- Set up will include backdrop and lighting provided by the photographer.

Anticipated Selection Schedule & Timeline

- RFP Release Date: May 10
- Deadline for Questions: May 17
- NACHC Responds to Questions: May 19
- RFP Submission Deadline: May 22
- Selection of Top Proposals: May 24
- Contracting & Meetings: May 31

- Contract Award: June 1

The expected Project Timeline is as follows:

- Project kickoff following contract execution.
- Desired Launch Date: August 22-26th at the NACHC Community Health Institute.

Submission Guidelines and Requirements

Respondents to this RFP must submit their proposal as an attached PDF by email to **communications@nachc.org**. Responses must be received no later than May 22, 2024.

Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview and credentials of photographer.
- A description of similar projects completed for other nonprofit clients.

Evaluation Criteria

A team representing multiple divisions within NACHC will evaluate proposals. The successful respondent will have:

- Demonstrated experience, knowledge, skills, and qualifications.
- Expertise in working on similar projects and experience with nonprofits or associations.
- Firm understanding of our project needs, and ability to communicate clearly how they will be met.
- A competitive cost of services.