

# COMMENCEMENT PHOTOGRAPHY PROPOSAL

Prepared for:



Submitted on  
December 20, 2019 by





## CLIENT **TESTIMONIALS:**

"All of the GradImages' professionals have been wonderful. They are timely, professional, courteous and fun."

—Donna Cognac  
Chamberlain University

"We work with the GradImages team every semester, and have loved each experience!"

—Diana Dimapindan,  
University of Southern California

# TABLE OF CONTENTS

<b>PROPOSAL PRICING</b>	<b>4</b>
.....	
<b>SIGNATURE PAGE</b>	<b>8</b>
.....	
<b>SCOPE OF WORK</b>	<b>7</b>
.....	
<b>RESPONDENT QUESTIONNAIRE</b>	
.....	
<b>5.1</b>	<b>10</b>
.....	
<b>5.2</b>	<b>13</b>
.....	
<b>5.3</b>	<b>31</b>
.....	
<b>5.4</b>	<b>32</b>
.....	
<b>ATTACHMENT A</b>	<b>35</b>
.....	
<b>DEVIATIONS FROM THE RFP</b>	<b>39</b>
.....	
<b>ACKNOWLEDGEMENT OF ADDENDUM</b>	<b>40</b>

.....

RFP# 3452-9

Section Seven: PRICING SCHEDULE

Rev 090817

## PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3452-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services per the attached pricing proposal. Proposer further understands they are the sole offeror herein and that the performance of any sub-contractors employed by the Proposer in fulfillment of this offer is the sole responsibility of the Proposer.

**COMPANY:** GradImages **PHONE:** 800-628-4509

**ADDRESS:** 3490 Martin Hurst Rd. **FAX:** 850-574-0774

**CITY, STATE, ZIP:** Tallahassee, FL 32312

**SIGNATURE:**  **DATE:** December 18, 2019

**NAME (Print):** Danielle Dentzau **TITLE:** Bid & Proposal Manager

**Submit a detailed pricing schedule as an attachment to this page.**

**Other-Services/Fees not specifically requested in the RFP (list below)**

\_\_\_\_\_ \$

\_\_\_\_\_ \$

\_\_\_\_\_ \$

\_\_\_\_\_ \$

Costs/Fees listed above shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

**The signature page (Section 10) must be completed, signed and included with your proposal.**

# PRICING

## PRICING

Package	Traditional / Matte	Laminated	Pearlized
One 5x7	\$ 7. <sup>95</sup>	\$ 10. <sup>95</sup>	\$ 13. <sup>95</sup>
One 8x10	\$ 14. <sup>95</sup>	\$ 17. <sup>95</sup>	\$ 20. <sup>95</sup>
One 10x14	\$ 24. <sup>95</sup>	-	\$ 34. <sup>95</sup>
Sheet of Eight Wallets (2" x 3")	\$ 21. <sup>95</sup>	-	\$ 27. <sup>95</sup>
Graduate Special Package (One 8x10, Four 5x7s)	\$ 34. <sup>95</sup>	-	\$ 44. <sup>95</sup>

Mix and Match Package	Traditional / Matte	Pearlized
Mix and Match Value Plus (Two 8x10s, Four 5x7s, Eight Wallets)	\$ 59. <sup>95</sup>	\$ 69. <sup>95</sup>
Mix and Match Deluxe (Two 8x10s, Four 5x7s, Eight Wallets, Single Image Download)	\$ 99. <sup>95</sup>	\$ 114. <sup>95</sup>
Mix and Match Premium (Three 8x10s, 10 5x7s, 24 Wallets)	\$ 149. <sup>95</sup>	\$ 155. <sup>95</sup>

Digital Products & Packages	Price
Single Full-Resolution Digital Image Download	\$ 39. <sup>95</sup>
Premium Download (All of a graduate's images plus select public relations images)	\$ 99. <sup>95</sup>
Ultimate Grad Package (All a graduate's images plus two 8x10s, four 5x7s, and eight wallets)	\$ 129. <sup>95</sup>

### Important Information on Digital Images

When comparing the prices of digital image downloads between vendors, it's important to understand the terminology. Some companies offer "web resolution" images at ultra-low prices. Digital images with those sizes are suitable for use on social media sites such as Facebook and Instagram, but do not have a resolution high enough for quality photo printing. The "Full Resolution" images offered by GradImages are exact copies of the files captured by our cameras.

## SHIPPING AND HANDLING CHARGES

Below is a chart with shipping and handling charges for GradImages print and specialty products. Please note: digital images are downloaded immediately, and therefore do not have S&H.

Order Subtotal	Price
\$ 00. <sup>01</sup> - \$ 25. <sup>00</sup>	\$ 5. <sup>00</sup>
\$ 25. <sup>01</sup> - \$ 45. <sup>00</sup>	\$ 8. <sup>00</sup>
\$ 45. <sup>01</sup> - \$ 75. <sup>00</sup>	\$ 90. <sup>50</sup>
\$ 75. <sup>01</sup> - \$ 100. <sup>00</sup>	\$ 10. <sup>50</sup>
\$ 100. <sup>01</sup> - \$ 150. <sup>00</sup>	\$ 12. <sup>00</sup>
\$ 150. <sup>01</sup> and up	\$ 15. <sup>00</sup>

## NO LATE FEES

While some companies charge a late fee for orders placed after an arbitrary deadline, GradImages does not. If your graduates choose to purchase, they may do so months or even years later without a penalty.

## SIGNATURE PAGE

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE *Danielle Dentzau*

PRINTED NAME Danielle Dentzau

TITLE Bid & Proposal Manager

COMPANY GradImages

ADDRESS 3490 Martin Hurst Rd.

CITY, STATE, ZIP Tallahassee, FL 32312

TELEPHONE 800-628-4509 FAX NUMBER 850-574-0774

E-MAIL contracts@gradimages.com

Is your firm a:

Corporation\*  Partnership  Individual  Joint Venture

▪ If a corporation, answer the following:

- Where incorporated: Delaware
- Date incorporated: 2007
- Have your Articles ever been suspended or revoked?  Yes  No

If yes, when, for what reason, and when were they reinstated:

▪ Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities?

If yes, when, for what reason, and when were they reinstated:

**No.**

# SCOPE OF WORK

Item	RFP Requirement	Response
3.1.1	<p>The following includes (but is not limited to) suggested photography services. Sessions will be scheduled on an as-needed basis. Contractors may bid on one or more of the following services. Please list all pricing (hourly rate) to which you are responding:</p> <ul style="list-style-type: none"> <li>• Action photography (candid individual, group, environmental shots)</li> <li>• Banquet/Dance/Formal Event Photography for MCCCCD and public functions.</li> <li>• Classroom Photography</li> <li>• Commencement, other public event photography</li> <li>• Portrait photography</li> <li>• Panoramic photography</li> <li>• Sports photography (Individual &amp; Team)</li> <li>• Campus and other architecture, buildings, landscape</li> <li>• Yearbook photography</li> </ul>	<p>GradImages is only submitting a proposal for Commencement Photography.</p>
3.1.2	<p>MCCCCD is seeking a firm(s) or individual with broad photography experience (both portrait and environmental, digital and print) within a wide range of industries.</p>	<p>GradImages is the nation's leader in commencement photography. Our achievement comes from over 40 years of service and dedication to our clients. More information can be found on page 10, under Respondent Questionnaire.</p>
3.1.3	<p>MCCCCD is seeking a firm(s) or individual with knowledge of all privacy and permission issues around taking photos, both candid and staged, individually and with groups of varying size.</p>	<p>GradImages is the nation's leader in commencement photography. Our achievement comes from over 40 years of service and dedication to our clients. Today GradImages serves 48 states, 7 Canadian provinces, and more than 3,300 individual university and high school clients. More information can be found on page 10, under Respondent Questionnaire.</p>
3.1.4	<p>The photographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other location designated by MCCCCD. Last minute shoots, or after regular MCCCCD business hours/ weekend shoots may occasionally be needed.</p>	<p>Understood</p>

Item	RFP Requirement	Response
3.1.5	The photographer must utilize her or his own equipment, including portrait backdrop, and provide the digital masters to MCCCCD on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCCD within five (5) business days of the shoot.	Understood
3.1.6	The photographer must provide images in RAW and jpg formats or other formats as requested by MCCCCD, as well as the signed appropriate authorization/releases forms.	Understood
3.1.7	Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.	Photo package pricing information can be found on page 5. GradImages does not charge MCCCCD schools for their services.
3.1.8	<p>Usage Rights:</p> <p>MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCCD may, on a case-by-case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCCD's prior written approval, which MCCCCD may withhold at its sole discretion.</p>	Understood. MCCCCD will have exclusive rights to all Public Relations photographs that are provided by GradImages.
3.2.1	<p>The following includes (but is not limited to) suggested video services. Sessions will be scheduled on an as-needed basis. Please list all pricing (hourly rate) :</p> <ul style="list-style-type: none"> <li>• Shooting b-roll</li> <li>• Video editing / Animation</li> <li>• Pre-roll spot creation :15, :30 &amp; :60</li> <li>• Script / Storyboard creation</li> <li>• Directing, Coaching</li> <li>• Audio Production</li> </ul>	GradImages is only submitting a proposal for Commencement Photography.
3.2.2	MCCCCD is seeking a firm(s) or individual with broad digital video experience within a wide range of industries.	GradImages is only submitting a proposal for Commencement Photography.
3.2.3	MCCCCD is seeking a firm(s) or individual with knowledge of all compliance, privacy and permission issues around shooting video—individually and with groups of varying size.	GradImages is only submitting a proposal for Commencement Photography.

Item	RFP Requirement	Response
3.2.4	The Videographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCDC's location, or other location designated by MCCCDC. Last minute shoots, or after regular MCCCDC business hours/ weekend shoots may occasionally be needed.	GradImages is only submitting a proposal for Commencement Photography.
3.2.5	The videographer must utilize her or his own equipment, including backdrops, lighting, camera, sound, computer editing equipment and provide the digital masters to MCCCDC on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCDC within five (7) business days of the shoot.	GradImages is only submitting a proposal for Commencement Photography.
3.2.6	The videographer must provide footage in various digital formats (log footage included) appropriate for broadcast, social media, video screen or other formats as requested by MCCCDC, as well as the signed appropriate authorization/releases forms.	GradImages is only submitting a proposal for Commencement Photography.
3.2.7	Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.	Photo package pricing information can be found on page 5. GradImages does not charge MCCCDC schools for their services.
3.2.8	<p>Usage Rights:</p> <p>MCCCDC shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCDC may, on a case-by-case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCDC's prior written approval, which MCCCDC may withhold at its sole discretion.</p>	Understood. MCCCDC will have exclusive rights to all Public Relations photographs that are provided by GradImages.

# RESPONDENT QUESTIONNAIRE

## 5.1 COMPANY OVERVIEW

### 5.1.1 DESCRIBE YOUR COMPANY'S HISTORY IN SUCCESSFULLY PROVIDING THE SERVICES REQUESTED (IN THIS RFP DOCUMENT) TO PREVIOUS CLIENTS, ESPECIALLY EDUCATIONAL INSTITUTIONS.

GradImages is the nation's leader in commencement photography. Our achievement comes from over 40 years of service and dedication to our clients. Today GradImages serves 48 states, 7 Canadian provinces, and more than 3,300 individual university and high school clients. We have this honor because we combine, like no other firm, the highest quality photographs with the most reliable, efficient, and personal service—both for your graduates and the school.

GradImages never forgets that every commencement is a once-in-a-lifetime experience. It is a pinnacle for real people and a labor of love for school officials. We promise MCCCCD that your ceremonial photography is in experienced hands with GradImages: we want pictures to be compelling, and we want your labor to be less. Rest assured that MCCCCD will receive consistent results, year after year.

You have other choices, of course, but no firm has the focus, scope, and track record of GradImages. That's because we spend most of our time understanding what is important to you and your graduates. From personnel to methods, from technology to personal service, we set the standard. In addition, our continued growth allows us to pass cost savings directly to graduates and clients.

Here is why more schools trust GradImages than any other commencement company in the world:

#### **COMMENCEMENT: OUR ONLY BUSINESS**

Commencement photography is our only focus, making us experts in the field. Because we understand all aspects of the graduation landscape and the weight of the occasion, we bring a unique perspective to the market. Our four decades of experience mean that we not only deliver compelling images, but seamlessly manage the operational process for our clients. In short, we are graduation consultants who take great photographs.

As experts, we also know that every school and ceremony is unique. We are happy to visit each site in advance to get a first-person understanding of the location and the physical details of your ceremony. GradImages is an integral partner in a successful Commencement Day, for everyone: graduates, families, the district and school officials.

#### **PROVEN METHODS: STRESS-FREE SERVICE**

Staging a commencement is complex. Our role, as much as providing good service and products, is giving you peace of mind.

We support our clients with operations and logistics, using best practices developed over years. GradImages always searches for new technology and the latest resources to aid our clients. This proposal demonstrates the range of time-proven processes and new technology that we bring to your commencement ceremonies.

Working together, we will design and implement the exact, seamless process you need. GradImages' goal is a memorable ceremony, hassle-free. We guarantee satisfaction.

## **PHOTOGRAPHY: HIGH-QUALITY AND VARIED**

At commencement ceremonies, there are no second chances. Photographers either capture the expression of a graduate's face when she receives her diploma, or they don't. GradImages professionals, proficient in these "must have" shots, seize the moment and create the memory. In the end, technically excellent and emotionally satisfying photographs are why we're there.

From traditional handshake photos to ceremony portraits to candid shots, our professionals have your graduation exercises covered, including complimentary public relations photos. The graduates' options are both extraordinary and affordable, ranging from traditional photo packages to high resolution digital downloads.

We consider it extremely important is that our photographers are never obtrusive. Many note that GradImages photographers are so discreet, they are virtually invisible to graduates and audience. We respect each person's accomplishment by providing the highest-quality image.

## **TECHNOLOGY: INNOVATION AND EASE**

Technology allows or enhances every aspect of our business. It sets GradImages apart; it ensures quality; it makes your life easier. We are the exclusive provider of GradTrak®, the fastest and most reliable graduation photography system in the industry. It is a unique image-management system that compiles and tracks all images. We upload images immediately at the ceremony. Our company website, [www.gradimages.com](http://www.gradimages.com), makes viewing and ordering photos fast and simple for graduates and their families.

We also provide an exceptional client portal that ensures instantaneous, complete communication and planning between your commencement coordinator and GradImages.

Our technical innovation is also seen in other proprietary software applications, maximally secure databases, and continually upgraded camera and computer equipment. These continuing investments keep GradImages ahead of the industry, with unparalleled service for you.

### **5.1.2 STATE THE NUMBER OF YEARS OF SERVICE AND EXPERIENCE OF YOUR COMPANY.**

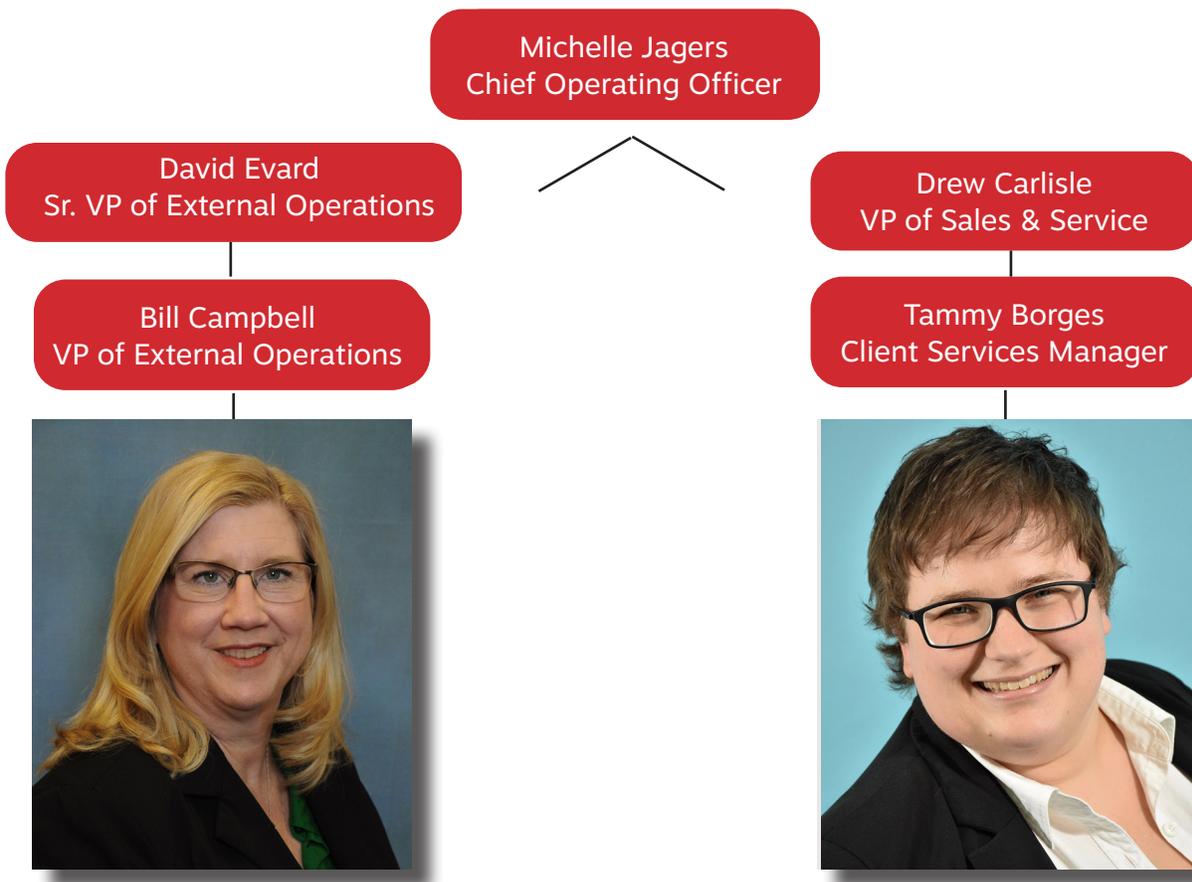
GradImages is the largest commencement photography company in the world, servicing over 3,00 clients, 6000 events and nearly 2 million graduates per year. We have been in business for 40 years, focused exclusively on helping graduates preserve their accomplishments.

### **5.1.3 IDENTIFY KEY CONTACT PERSONNEL WHO MAY BE INVOLVED WITH THE CONTRACT INCLUDING AREAS OF SPECIALIZATION. PROVIDE RESUME OR WORK HISTORY OF EACH PERSON.**

Our competition likes to claim that because we are world-wide, we have lost touch with our clients. Nothing could be further from the truth. GradImages is uniquely positioned to be anywhere our clients need us, while local enough to ensure the friendly and responsive service that clients, graduates, and their families deserve. That's because we have the largest, most experienced team of graduation experts available.

All schools will have two dedicated GradImages representatives, backed by an outstanding team of upper management, and a handpicked team of photographers, known not only for their skill but for their decorum. You have direct access to all our staff, all of whom are just a phone call or email away.

Below you will find an organizational chart, with detailed information on the two (2) key individuals within our company who would be responsible for our overall service to each Maricopa County Community College District. client These two individuals have a combined 15 years of experience managing commencement events similar to those at Maricopa County Community College District. As a whole, the management team has over 115 years of combined experience in commencement photography.



## Kathy May

### *External Operations Manager*

Kathy is the External Operations Manager for our Southwest region, which includes Arizona. Kathy has been with the company since 2004 and in her years in the business, Kathy has experienced a variety of industry changes and excelled at adapting. Her job is to make sure our photographers' performance is consistent with our high standards, and that the quality of our images is something graduates and their families will cherish.

## Mackenzie Edgley

### *Client Services Specialist*

As the Client Service Specialist for Maricopa County Community College District, Mackenzie's responsibilities include managing all correspondence and ongoing coordination between the Colleges' administration and GradImages. She handles event confirmations, processing and delivery of rebate payments, distribution of materials and all documentation within our system to ensure our mutual success.

## 5.2 QUALIFICATIONS

### 5.2.1 ADDRESS IN GREAT DETAIL YOUR KNOWLEDGE, EXPERTISE, AND EXPERIENCE IN PROVIDING THE SERVICES REQUESTED IN SECTION 3, SCOPE OF WORK, AND YOUR UNDERSTANDING & ABILITY TO COMPLY WITH THE REQUIREMENTS OF THIS RFP.

GradImages understands that MCCCCD will establish contracts with multiple firms. As such, this proposal is only for Commencement Photography, We do not currently offer video services. GradImages under the assumption that for each school within the district, one (and only one) commencement photography firm will be utilized at each ceremony. If this assumption is not accurate, GradImages would respectfully reserve the right to decline coverage to a school that choose to have multiple photography companies present for its graduation services.

GradImages will not charge MCCCCD or any of its 10 community college's any fees for providing our services to graduates and their families. There are no additional charges such as overheard, profit, travel, or incidental expenses. All monetary transactions will be directly between GradImages and graduates and their families. A pricing list of packages available can be found on page 5.

Each commencement ceremony we photograph goes through multiple stages. While most of these are transparent to our clients, each is important for our success at their events, and many are vital to ensure graduates and their families receive the best possible images.

TIME FRAME	ACTIVITY
6-9 months	Event details are obtained and long-range planning begins for staffing, equipment and logistics.
4 months	Photographers and event staff are scheduled.
60 - 90 days	Follow-up confirmations are made with ceremony contacts, and internal assignments are noted for any special needs for that event, such as unique PR image requests.
4-6 weeks	GradImages seeks to obtain an electronic copy of students who will be eligible to graduate, as well as their contact information. This helps expedite proof delivery, and supplements the information graduates provide themselves at the ceremony and through our pre-registration platform.
10 days	If permitted by College, GradImages alerts graduates via email about the commencement photographs, and provides a discount for completing pre-registration online.
The week of	Verbal contact is made by phone between our Team Captain and the on-site ceremony contact. Cell phone numbers are exchanged for day-of communication, and a final review is made.
Day Of	Our photography team arrives at least two hours prior to the ceremony start time, dressed in dark, formal business attire (unless otherwise directed by the College). Upon arrival, our team leader checks in with the event coordinator(s). Location setup begins, equipment checks are performed, as well as any final steps necessary to ensure a successful event.
Immediately after the event	Our Team Captain will seek a quick debrief with your event coordinators and take notes from our photographers about each poses' execution. They will the immediately upload images, sequence data and ceremony notes to GradImages using our proprietary event management software.
Within 48-72 hrs	Images are identified, enhanced and prepared for proof delivery. Once our quality checks are performed, proofs are delivered via email and text notifications to your graduates and their families.
Within two weeks	Images are further reviewed for photographer evaluation purposes. Notes and details of the ceremony are recorded in our event management software to ensure our services at the next ceremony will adapt, if necessary, to meet MCCCCD's needs. Additionally, all required reports and rebate payments will be submitted to the College.

# GRADIMAGES ADDRESS CARDS

**READER CARD**

This information is necessary so that your name can be read quickly and correctly.

**PLEASE PRINT CAREFULLY AND LEGIBLY**

1.) **YOUR NAME**

\_\_\_\_\_

First Last

---

2.) **PHONETIC SPELLING**

\_\_\_\_\_

Your name this way


**GRADIMAGES**

**STUDENT INFORMATION**

Mr. Ms. Mrs. Mx. First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email: (.com) \_\_\_\_\_

Email: (.edu) \_\_\_\_\_

Mobile: \_\_\_\_\_ School Name: \_\_\_\_\_

**PARENT/FAMILY INFORMATION**

Your parents/family want to see your photos and celebrate your achievement!

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

QR code  
.75 square

By completing this card, you expressly consent to receive marketing text or SMS messages and emails from Iconic Group / Gradimages at the contact information provided above, advising you when your pictures are available for viewing online. Texts or SMS messages may be sent using automatic dialing equipment. You are not required to consent to receive text or SMS messages as a condition to purchase photos and your personal information will not be sold.

At commencements where graduates are individually recognized on stage, we encourage those institutions to allow graduates to complete address cards before the ceremony begins. These can also double as “reader cards” for the announcement of that graduate’s name.

When graduates are individually recognized on stage, cards are collected in order after each name has been announced. Our company can provide a professional event assistant, at our expense, to help with card collection during the ceremony. The sequence of these cards helps us to identify each ceremony participant and is an essential step to ensure a quick deliver of proofs to the correct individuals.

Following the ceremony, we can make arrangements to provide each MCCCDC school with post-graduation address updates from the information provided on these cards. Typically the addresses provided by graduates at commencement can be more up-to-date than the College’s own records, which would certainly benefit the Alumni Association.

GradImages would be pleased to provide the colleges with our two-sided cards to be used as reader cards or we can simply utilize our single sided address cards as an additional means of collecting graduate contact information for proof delivery.

We would also like to express our gratitude to MCCCDC schools for their cooperation in providing a spreadsheet listing students who are eligible for graduation, along with their email and/or mailing address. This ensures that each student will receive the proofs from this momentous occasion, while also providing graduates the opportunity to share their preferred method of communication.

# COMMENCEMENT POSES

## HANDSHAKE PHOTOGRAPHS



Handshake photographs are the most common type of images taken at commencement. Our handshake photographers are trained to photograph the most rapid of ceremonies. For North America's fastest ceremonies, we often compose and execute images for graduates at a rate of less than 2 seconds each. We strive to be invisible, with dark suits and low power flashes, the best compliment we receive is "I didn't even know you were there!".

For the handshake photographer, it is more complicated than simply establishing the proper distance, elevation, angle, and camera settings. Mindful consideration of the stage layout, background environment, and ambient lighting is essential. In addition we must also factor in administration behavior, and graduates walking path and reaction.

The complexity of this pose alone warrants a company that specializes in this type of photography. During individual recognition, there is only a split-second when each graduate is in the perfect position, shaking hands with the presenter, and smiling with his or her eyes open. This pose, like no other, requires unique skill and experience. The best handshake photographers know how to anticipate that precise moment on stage, adapt to constantly changing targets, and then to repeat that process over and over for each graduate.

# COMMENCEMENT POSES

## CEREMONY PORTRAITS



The Ceremony Portrait is our most popular pose with graduate's families. Generally shot at 3/4 body length, it can be photographed with a variety of backdrops. Backdrop selection is based on the flow of the graduation, the available space and coordinator's preference.

Seated graduates and spectators can also be a good option for the ceremony portrait background, as long as the people in the background do not detract from the graduate being photographed.

### CUSTOM BACKDROPS

A custom step and repeat backdrop is a favorite of graduates and their family across our portfolio. We would be pleased to provide each College with a complementary customized backdrop for all of their ceremonies. Once provided, if for any reason your branding should ever change, we would be happy to work with the College to update the design, at no cost.



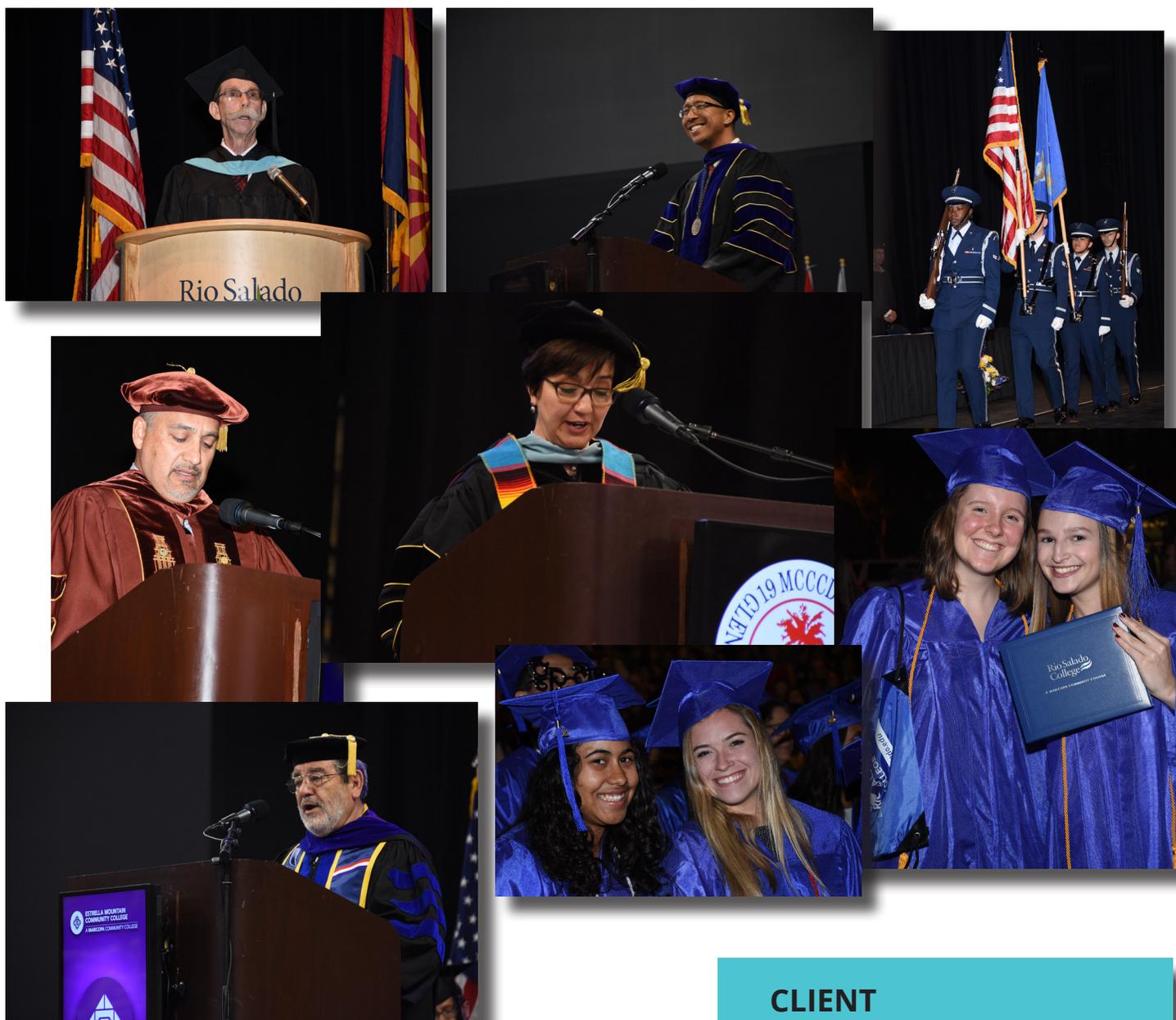
# COMMENCEMENT POSES

## CLOSE-UP PHOTOGRAPHS



Close-up photos are a candid photo designed to capture the excitement of the preparation to cross the stage. Because of the closer cropping, a backdrop is typically not necessary. The photographers who take close-up photographs at commencement have a difficult job. Not only must they keep pace with the ceremony in the same way that photographers capturing other poses do, they also have to manage the tighter cropping with every image. With close-up photographs, the graduate's face fills out more of the image, meaning there is less room for error. As such, this pose, when taken properly during a fast-paced event like commencement, takes a high degree of skill.

# PUBLIC RELATIONS PHOTOGRAPHS



Our photographers will capture public relations images before, during, and after each event. We strive to capture all the memorable moments from your ceremony, including the processional, all the action on stage and lots of smiling graduates and their families. Our dedicated PR photographer will work with you to ensure we capture all requested images. We love input from the committee, and will work off a list you provide or take verbal direction, if that's more convenient. An overview image of the ceremony stage, graduates, and spectators will also be captured. Digital images, print photos, and photo albums will be available to the schools at no cost.

## CLIENT TESTIMONIAL

"As always, the GradImages team went above and beyond, getting great PR shots for us as well as grad photos at all ceremonies."

—Melissa Werner  
Arizona State University

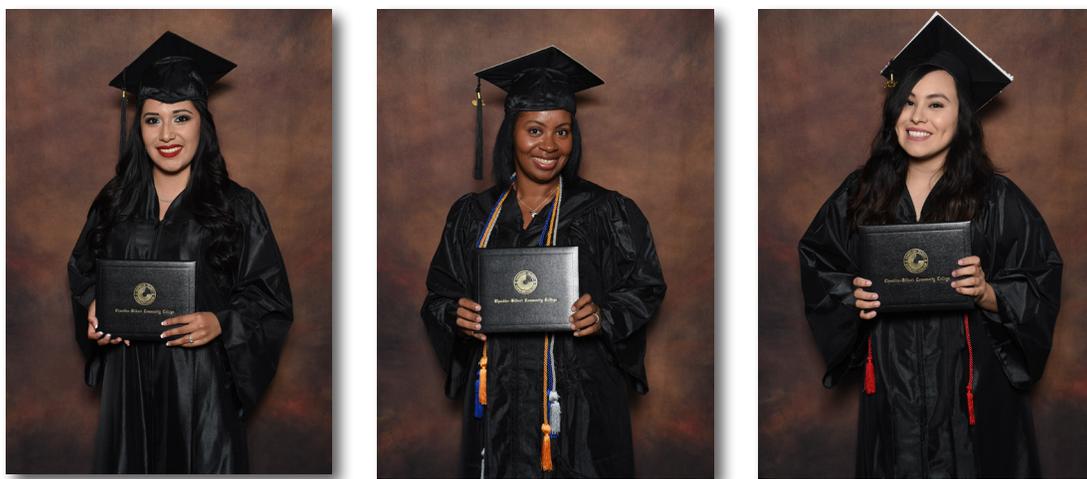
# ADDITIONAL PHOTOGRAPH OPPORTUNITIES

GRADIMAGES IS PLEASED TO OFFER ADDITIONAL PHOTO OPPORTUNITIES TO MARICOPA COUNTY COMMUNITY COLLEGES AND THEIR GRADUATES.

## CAP & GOWN PORTRAITS

Upon arriving at commencement, students can immediately get a pre-ceremony portrait before lining up to process into the ceremony.

With the help of our innovative IconicID technology, there is no need to sequence the graduates. These images will be seamlessly assigned to their profile using this state-of-the-art technology, allowing our photographers to offer this service to all interested graduates.



## CEREMONY CANDIDS

Following the ceremony, our photographers will attend receptions or go to where graduates may gather with their families. We will take informal candid photos of graduates together, with friends and family, or even their professors and administrators if available. We will again use IconicID to match these photos with the ceremony photos to help build the photo portfolio of each graduate's most important day.



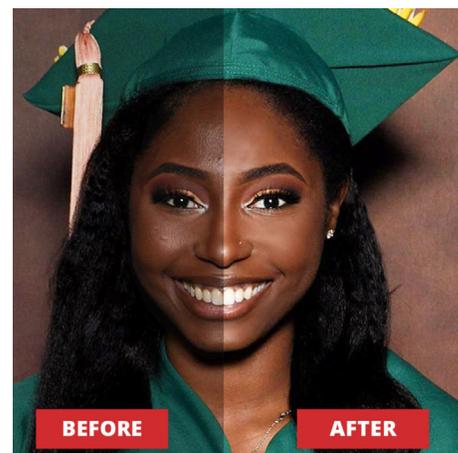
# IDENTIFYING EACH GRADUATE

**WE PRIDE OURSELVES ON BEING ONE OF THE MOST EFFICIENT COMMENCEMENT PHOTOGRAPHY COMPANIES IN THE NATION WHEN IT COMES TO GRADUATE IDENTIFICATION AND PROOF DISTRIBUTION.**

## Detailed Information

When digital cameras save image files, they do so sequentially. In other words, images are saved in the order in which graduates are recognized on stage. To identify those images to the correct graduates, we request the sequence in which those graduates were recognized. This sequence, also known as the “marching order,” is very important for this process. From student identification cards to audio recordings of the graduate names, there are several ways we can obtain an accurate sequence of graduates who are individually recognized on stage. Shortly after the ceremony, the names from whichever sequence method is used will be matched with electronic address records for each graduate.

Immediately following the ceremony, images are transferred to our offices, we run the images through our proprietary software, ICONIC ENHANCE. This software looks at each image, and makes any minor corrections necessary - including color balance, lighting, exposure, and clarity. Following that, our production staff is able to rapidly and accurately match sequenced images with graduate sequence data, using our proprietary image management software, GradTrak®. Once this is complete and passes supervisor inspection, proofs are quickly delivered to graduates and their families by email, text message, and postal mail.



*Sample of ICONIC ENHANCE*

**Graduate privacy is key. Whether viewing the email proofs, paper proofs, or viewing their proofs on our secure website, your graduates see only their images in an individual gallery.**

**If requested, a sequenced list of graduates who were individually recognized on stage from each ceremony can be provided to Maricopa County Community College District.**



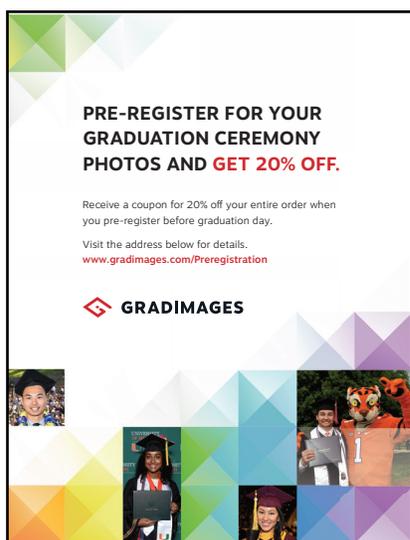
# MARKETING AND SALES

## GRADUATES ARE UNDER NO OBLIGATION TO ORDER THEIR COMMENCEMENT PHOTOS.

Our objective is never to barrage graduates with unwanted advertisements. Instead, we work hard to ensure that graduates and their families are simply aware of their ceremony photos.

### BEFORE COMMENCEMENT: PRE-REGISTRATION

Graduates are able to receive valuable discounts by pre-registering their address information with our company. Pre-registration supplements the information we receive from the College, or graduates themselves, and helps ensure we have up-to-date contact information for each graduate in order to facilitate proof delivery. Our current promotion is 20% off their entire order after commencement, if they pre-register their information prior to commencement day.



### AT COMMENCEMENT: FRIENDS AND FAMILY CARDS

At many institutions, parents and family members are the last to know about photo options for their graduates. Our company helps to solve this by having our event staff members ready and waiting at venue exits to distribute “Friends and Family Cards” to graduates and spectators as they leave. Each card is just slightly larger than a standard business card, and provides concise information for how graduates’ proofs can be found online. Parents who receive these cards are usually very appreciative to receive the contact information of the photographer who captured their graduate’s photos.



### AFTER COMMENCEMENT: PROOF DELIVERY

Immediately after images have been identified and posted online, emails are sent to those graduates with a known email address. Graduates are free to opt out of email notifications at any time, and our company is fully compliant with the CAN-SPAM Act of 2003. If any graduate indicated he or she would prefer to be contacted via text message about ceremony photos, our company can also send those notifications immediately when images are available online. Graduates simply receive a text message about their photos, and a link to our mobile-friendly website.

In addition to text and email, we also send a paper proof sheet with no obligation to the mailing address provided by the graduate at commencement. These proofs are sent via USPS First Class Mail, and are typically mailed 1-2 business days following the first proof email. A second proof sheet is mailed one month later to graduates who have not ordered.

# ICONICID

## ENHANCED DIGITAL IMAGE RECOGNITION.

IconicID is our new enhanced image recognition technology that helps identify graduates among the hundreds of candid images we capture at each event.

Every image is scanned, and images that are able to be identified then become available inside the private photo galleries for applicable graduates.



## Detailed Information

When graduates are individually recognized on stage, we are able to determine precisely who each person is by virtue of the fact that names are announced. However, it is not easy to individually identify candid images of graduates taken before or after the ceremony. This is because photographers capture these images “in the moment,” and cannot always document each person’s name before moving on to the next opportunity. The result is that these images are put into a large “gallery” with hundreds of other images, and graduates often need to browse through them all in order to find their own.

We are changing this with enhanced image recognition, which has made remarkable advancements in the last few years. Leveraging the most sophisticated technology in the image recognition industry, the objective is to scan every image using computer software, and attempt to match the person (or people) in each image with a known person from the individual recognition.

There are several instances during commencements where this technology will be valuable:

- Small group pictures taken of a graduate with family and friends.
- Candid images taken during the ceremony, when our photographers must be discrete.

This is an exciting opportunity that will provide graduates and their families with more candid, personal images. We are providing this service at universities across the country, and would love to include Maricopa County Community College District in this endeavor. There would, of course, be no cost to the College, and no surcharge for graduates who wished to order these images.

# OUR WEBSITE AND ORDERING SYSTEM

## WWW.GRADIMAGES.COM

**We have designed Gradimages.com to be a simple to use gateway that scales to the browsing device being used and allows easy viewing and ordering of graduates pictures.**

Unlike other companies, GradImages does not rely on a third-party for our e-commerce capabilities. When placing orders, if customers are redirected from the photography company's website to another domain such as gradphotonetwork.com or imagequix.com, that company is relying on a third-party to receive orders and store customer and payment data. Our proprietary system, however, was developed exclusively for our company, and is managed by our internal I.T. Department. Orders can be placed and tracked through our secure online e-commerce website, fax, mail, or by calling our Customer Service Department. During checkout on our website, www.gradimages.com, traffic between our servers and the graduate's browser is encrypted, helping to ensure online privacy and security. All electronic data is stored in a secure database which undergoes routine security audits.

## ORDER TRACKING AND DELIVERY

After we receive an order, hard copy prints are immediately queued for print and are shipped within a day or two. Orders for digital image products are delivered immediately via internet download, while orders for plaques and other specialty products can take up to one week to fulfill, and are then shipped by either UPS or USPS First Class Mail.

If an order has both print photographs and specialty products, these items are shipped separately, as soon as each is ready.

All orders come with our 100% money-back guarantee. If any customer is unsatisfied for any reason, we'll do everything we can to fix the problem to the customer's total satisfaction, or provide a full refund, or both if the situation warrants it.

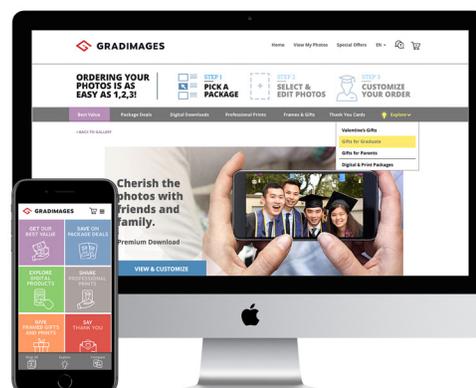
## PRIVACY POLICY

During the normal course of business, we collect name and address information from graduates and customers. All electronic data is stored in a secure database which undergoes routine security audits. All physical or paper records are permanently destroyed when no longer needed. Graduate images are not used without permission. Our company does not share, sell or distribute any graduate data for any reason except where required by law, subpoena, or information sharing arrangements with the client institution (e.g. order data for the purpose of determining rebate, or post-graduation address updates to the alumni association). Protected information includes, but is not limited to, graduate names, mailing address information, email address, phone numbers, and individual order information.

## CUSTOMER SERVICE

Many graduates perceive their commencement photos as a service provided by their alma mater, not an outside vendor. As such, we believe our customer service is a direct reflection upon the client, who trusted us with this important event and the care of their graduates. No company understands this better than GradImages.

Our company has a large, year-round customer service department capable of providing the absolute best care for Maricopa County Community College District's families. We provide extended weekend and evening hours during the graduation season (May – July). Bilingual representatives are available to assist customers by phone, email, and LiveChat. Additionally, more and more customers prefer to interact with companies through social media (e.g. Facebook, Twitter, etc.). Our promise is to always treat your graduates with care. Customers with problems or questions about their order can reach us online at www.gradimages.com, by email at giservice@gradimages.net, or toll-free at (800) 261-2576.



**5.2.2 PROVIDE A LIST OF 3-5 REFERENCES OF CLIENTS WHO HAVE RETAINED YOU, AND/OR TO WHOM YOU HAVE PROVIDED SIMILAR SERVICES TO, FOR AT LEAST ONE YEAR.**



**Contact:** Melissa Werner  
**Title:** Director of University Ceremonies  
**Email:** melissa.werner@asu.edu  
**Phone:** (480) 965-6620  
**Services:** Commencement since 1993  
**Address:** 300 East University Drive, Tempe, AZ 85287  
**Annual Graduates:** 23,000



**Contact:** Jennifer Girl  
**Title:** Event Services  
**Email:** Jennifer.girl@gcu.edu  
**Phone:** 602-639-7711  
**Services:** Commencement since 2001  
**Address:** 3300 W Camelback Rd., Phoenix, AZ 85017  
**Annual Graduates:** 10,000



**Contact:** Nicole Morrow  
**Title:** Assistant Director, Curriculum and Assessment  
**Email:** nicole.morrow@nau.edu  
**Phone:** 928-523-9561  
**Services:** Commencement since 1987  
**Address:** 800 S. Beaver St., Floor 3, Room 317, Flagstaff, AZ 86011  
**Annual Graduates:** 5,600



**Contact:** Janet Reiman  
**Title:** Special Events Coordinator  
**Email:** jreima@midwestern.edu  
**Phone:** 623-572-3298  
**Services:** Commencement since 2000  
**Address:** 19555 N. 59th Ave., Glendale AZ 85308  
**Annual Graduates:** 1,000

### 5.2.3 PROVIDE A DETAILED DESCRIPTION OF SIMILAR WORK PERFORMED BY YOUR FIRM DURING THE PAST FIVE YEARS.

During the past five years, GradImages has worked with 8 out of the 10 community colleges in the District. Here is a snapshot from each ceremony on the work we provide.

School Name	Client Since
Phoenix College	1988
Glendale CC	1993
Gateway CC	2000
Rio Salado CC	2000
South Mountain CC	2007
Paradise Valley CC	2008
Estrella Mountain CC	2009
Chandler Gilbert CC	2011

#### CEREMONY LOGISTICS

During any ceremony where graduates are individually recognized on stage, GradImages photographs each graduate in the locations shown below, as desired by the individual schools. Below is a general mockup of the ceremony flow for each college.

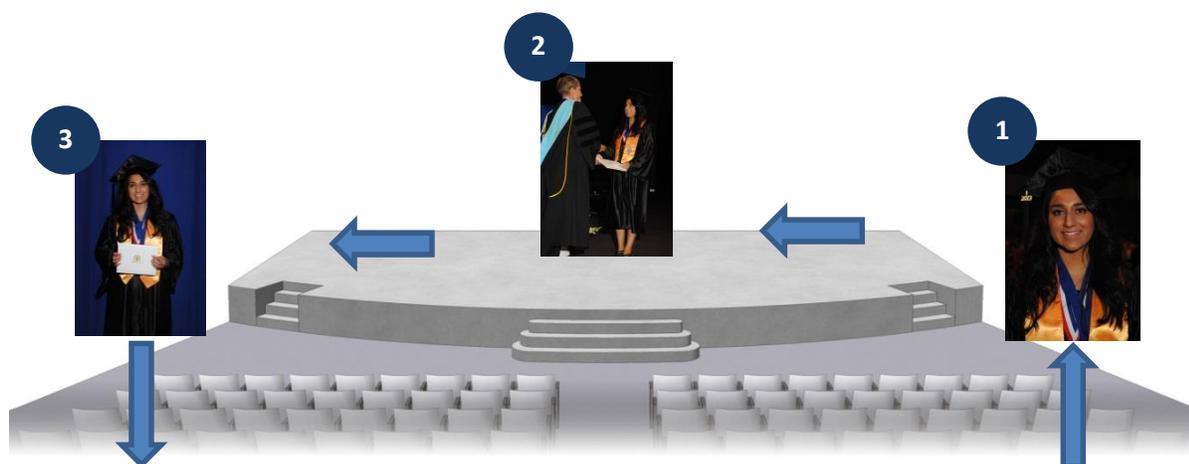
Please Note: GradImages is easily able to accommodate any direction or “crossing pattern,” including single lines, double lines, center entrances, center exits, or crisscrossing. GradImages will work with the individual colleges to determine the best locations for the photograph opportunities.

#### CHANDLER-GILBERT & PARADISE VALLEY CC

**Area 1**      Close-up photograph – as the graduate approaches the stage area.

**Area 2**      Handshake photograph – as the graduate is recognized on stage

**Area 3**      Ceremony Portrait photograph – as the graduate exits the stage area



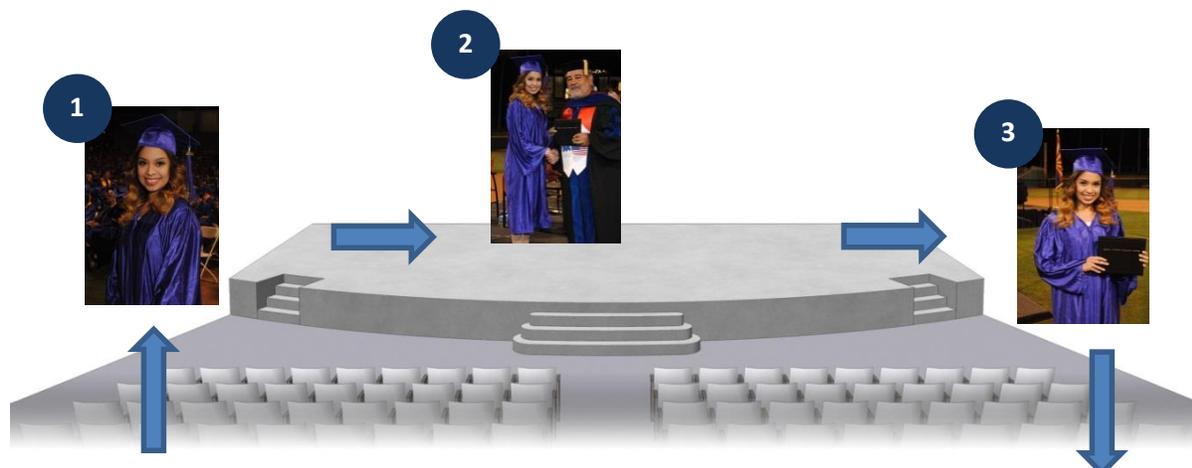
\*Portraits are also taken prior to the Chandler-Gilbert CC graduation ceremony.

## ESTRELLA MOUNTAIN & RIO SALADO CC

Area 1 Close-up photograph – as the graduate approaches the stage area.

Area 2 Handshake photograph – as the graduate is recognized on stage

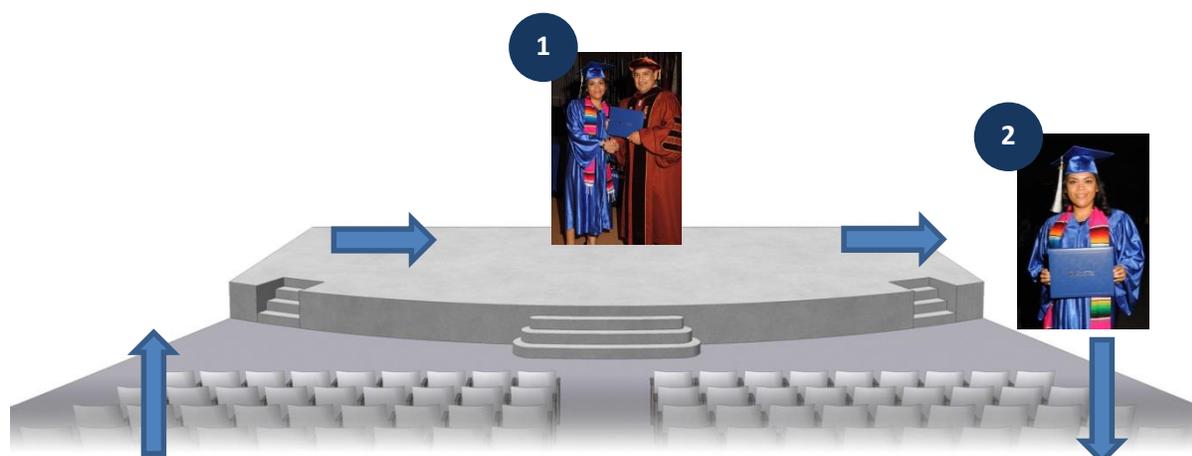
Area 3 Ceremony Portrait photograph – as the graduate exits the stage area



## GATEWAY CC

Area 1 Handshake photograph – as the graduate is recognized on stage

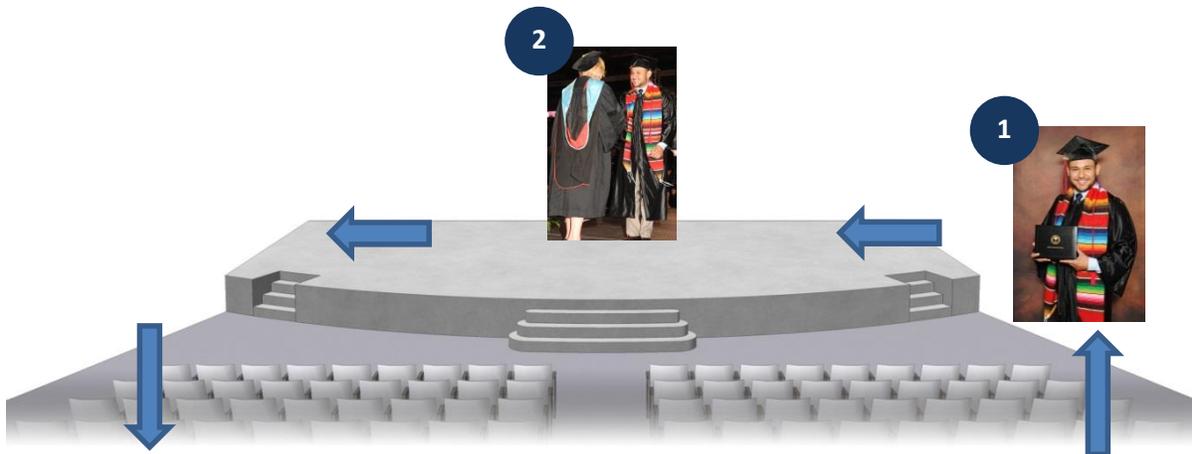
Area 2 Ceremony Portrait photograph – as the graduate exits the stage area



## GLENDALE CC

**Area 1**      Ceremony Portrait photograph – as the graduate approaches the stage area

**Area 2**      Handshake photograph – as the graduate is recognized on stage



\*Portraits are also taken prior to the Glendale CC graduation ceremony.

## PHOENIX COLLEGE

**Area 1**      Ceremony Portrait photograph – as the graduate approaches the stage area

**Area 2**      Close-up photograph – as the graduate approaches the stage area.

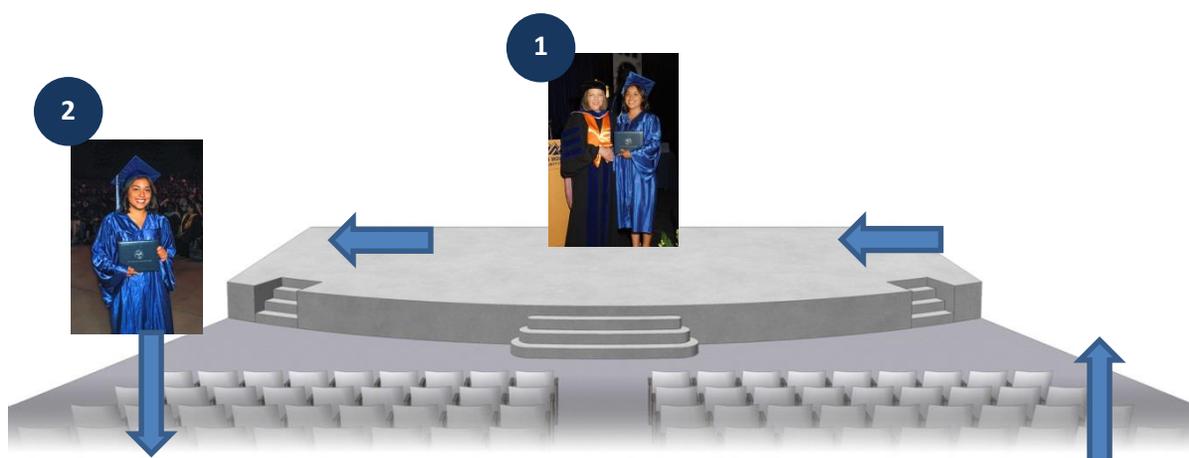
**Area 3**      Handshake photograph – as the graduate is recognized on stage



## SOUTH MOUNTAIN CC

**Area 1**      Handshake photograph – as the graduate is recognized on stage

**Area 2**      Ceremony Portrait photograph – as the graduate exits the stage area



### 5.2.4 PROVIDE A DEFINITIVE LIST OF SERVICES THE FIRM WILL PROVIDE.

#### FOR THE COLLEGES

##### DEDICATED TEAM

Your Client Services Specialist will be a liaison between the school and the photography team. Your External Operations Manager will staff and train the photographers for your event and coordinate all equipment needs.

##### COMPLIMENTARY ADDRESS CARDS & INFORMATIONAL FLYERS

##### PUBLIC RELATIONS PHOTOGRAPHY

GradImages will take public relations photos before and during commencement. These images will be provided with full copyrights to the School for promotional use.

##### CLIENT PORTAL

Event Coordinators will have access to our online event planning, scheduling and confirmation site: [clients.gradimages.com](http://clients.gradimages.com)

##### GRAD EVENTS WEBSITE

A dedicated website for commencement coordinators to share experiences and read about trends and best practices across North America. [gradimages.com/info](http://gradimages.com/info)

#### FOR THE GRADUATE

##### PROOF TURNAROUND

Proofs will be sent to graduates via email, text and US mail as quickly as 48 hours after the event.

**COST TO BE PHOTOGRAPHED**

There is no charge to be photographed. All graduates will be sent a free proof.

**MULTIPLE PHOTO POSITIONS**

Graduates will have the opportunity to be photographed multiple times during the ceremony.

Customer Service Department

**CUSTOMER SERVICE DEPARTMENT**

Open full-time year round with extended hours during peak seasons.

We can be reached via a toll-free dedicated customer service line, email and Live Chat.

**SATISFACTION GUARANTEED**

100% Satisfaction Guaranteed or a complete and timely refund – no exceptions.

**NO LATE FEES**

Regardless if an order is placed 48 hours after the ceremony or 48 months after, there are no late fees charged.

**MONETARY TRANSACTIONS AND PRODUCT DISTRIBUTION**

Transactions are conducted directly between GradImages and the graduate or his/her family.

**PRE-EVENT REGISTRATION**

Graduates can provide up to 6 email addresses & 3 mobile numbers. They will receive a coupon for \$5 off their \$25 purchase for doing so.

**WEBSITE SECURITY**

Graduates are not directed to any other websites after logging in. Everything stays within the control of GradImages.

**MIX AND MATCH PACKAGES**

Select images from all poses to create a customized discount package.

**IMAGE CUSTOMIZATION**

Our website allows for the complete customization of images such as custom cropping, different color & print finishes and custom retouching.

**TWO LEVELS OF IMAGE PRIVACY AVAILABLE**

1. Full Password Protected - Requires customer number and last name to view photos
2. Open Access - Allows you to search for your images by last name and school name

**OFFER ORGANIZATION**

Packages and products are grouped together in like categories.

**ORDER TRACKING**

Purchaser can check their order status directly from our website.

**MOBILE SITE**

We have made it easy for graduates to view their proofs via their mobile phones.

**ALL MAJOR CREDIT CARDS AND APPLE PAY ACCEPTED.**

## **FINANCIAL CONSIDERATIONS FOR MCCCCD.**

GradImages does not charge its client schools for any commencement services. All services provided in this proposal would be provided to the school at no cost.

Furthermore, GradImages is pleased to offer the following rebate options to all colleges within the Maricopa County Community College District:

### **\$1.00 per graduate participating in graduation with a valid address or email.**

In addition, GradImages will also provide all Class of 2020 graduates with a free 5x7 print coupon. This coupon will allow graduates to select their preferred image. This coupon can be customized so that it can be a gift from the District or College.

### **5.2.5 DESCRIBE SERVICES, CAPABILITIES, POLICIES AND PROCEDURES FOR THE SERVICE/S ON WHICH YOU'RE BIDDING:**

#### **5.2.5.1 Video capabilities (shooting, editing, publishing).**

Video Capabilities – GradImages currently does not offer videography service. While we work closely with videographers at the majority of commencements, GradImages specializes in still graduation photography. If desired, GradImages is happy to refer the names of firms that are capable of executing this service.

#### **5.2.5.2 Gathering digital talent release forms from all subjects**

During the normal course of business, we collect name and address information from graduates, to direct market to graduates and their families. We will obtain necessary talent release forms should we want to use a graduate's images for promotional purposes. Otherwise, graduates get a unique identifier and they only see their own images, and can choose who to share this information with so that family and friends may also have the opportunity to purchase their images.

#### **5.2.5.3 Packaging, Organizing and Delivery of Picture Packages for Distribution**

After we receive an order, hard copy prints are immediately queued for print and are shipped within a day or two. Orders for digital image products are delivered immediately via internet download, while orders for plaques and other specialty products can take up to one week to fulfill, and are then shipped by either UPS or USPS First Class Mail.

If an order has both print photographs and specialty products, these items are shipped separately, as soon as each is ready.

All orders come with our 100% money-back guarantee. If any customer is unsatisfied for any reason, we'll do everything we can to fix the problem to the customer's total satisfaction, or provide a full refund, or both if the situation warrants it.

### **5.2.6 PROVIDE EXAMPLES OF WORK FOR EACH TYPE OF SERVICE YOU ARE RESPONDING FOR (I.E. PORTRAIT, ARCHITECTURAL, SPORTS PHOTOGRAPHY, ETC.)**

GradImages understands that MCCCCD will establish contracts with multiple firms. Please note that GradImages is the nation's largest graduation photography company, and is focused primarily on that type of photography. As

such, this proposal is only for Commencement & Grad Fair Photography, and is submitted with the assumption that for all schools within the district, one (and only one) graduation photographer will be utilized. If this assumption is not accurate, GradImages would respectfully reserve the right to decline coverage to a school that choose to have multiple photography companies present for its graduation services.

**5.2.7 DESCRIBE ANY OTHER QUALITIES, QUALIFICATIONS, AND/OR EXAMPLES THAT FURTHER DEMONSTRATE YOUR ABILITIES TO PROVIDE THE SERVICES REQUESTED IN THE RFP.**

GradImages works throughout the year very closely with these schools to ensure complete success on graduation day. Below you will find a list of personnel from each campus that we have had the pleasure to work with and we trust that they can attest to our performance.

School	Contact	Phone	Additional Contact	Additional Phone
Chandler Gilbert CC	Michael Green	480-732-7146		
Estrella Mountain CC	Sharon Lind	623-935-8814		
Gateway CC	Jessie Palacio	602-286-8141		
Glendale CC	Grace Paul	623-986-6821		
Paradise Valley CC	Frank Amparo	602 787-7029		
Phoenix College	Brooke Sexton	602-2857-513	Yvonne Tapia	602-285-7743
Rio Salado CC	Lisa Widowski	480-517-8903	Kelly Stewart	480-517-8183
South Mountain CC	Bruce Battle	602-872-7904		

## 5.3 OPERATIONAL

### 5.3.1 LIST YOUR COMPANY'S PROCEDURES FOR SCHEDULING A PHOTOGRAPHY OR VIDEO SERVICES

Each commencement ceremony we photograph goes through multiple stages. While most of these are transparent to our clients, each is important for our success at their events, and many are vital to ensure graduates and their families receive the best possible images.

TIME FRAME	ACTIVITY
6-9 months	Event details are obtained and long-range planning begins for staffing, equipment and logistics.
4 months	Photographers and event staff are scheduled.
60 - 90 days	Follow-up confirmations are made with ceremony contacts, and internal assignments are noted for any special needs for that event, such as unique PR image requests.
4-6 weeks	GradImages seeks to obtain an electronic copy of students who will be eligible to graduate, as well as their contact information. This helps expedite proof delivery, and supplements the information graduates provide themselves at the ceremony and through our pre-registration platform.
10 days	If permitted by the College, GradImages alerts graduates via email about the commencement photographs, and provides a discount for completing pre-registration online.
The week of	Verbal contact is made by phone between our Team Captain and the on-site ceremony contact. Cell phone numbers are exchanged for day-of communication, and a final review is made.
Day Of	Our photography team arrives at least two hours prior to the ceremony start time, dressed in dark, formal business attire (unless otherwise directed by the College). Upon arrival, our team leader checks in with the event coordinator(s). Location setup begins, equipment checks are performed, as well as any final steps necessary to ensure a successful event.

### **5.3.2 MINIMUM ADVANCED NOTIFICATION TIME TO REQUEST SERVICES.**

We would need a minimum of 60 days notice to request our services. As you can see above, we start planning well in advance for commencement events, so ideally, 6 month advance notice would be best.

### **5.3.3 LIST YOUR COMPANY'S POLICY FOR ARRIVAL TIMES AT A SHOOT LOCATION.**

Our standard is that our photographers and event staff arrive at least two (2) hours prior, in order to allow adequate time for equipment setup and testing. By company policy, all GradImages event staff members are required to wear black, formal business attire at all times while at commencement.

### **5.3.4 LIST YOUR CANCELLATION POLICIES, PROCEDURES, AND TIME FRAMES.**

If for any reason a College decides not to use our services, we require at least 30 days notice.

### **5.3.5 LIST YOUR POLICIES AND PROCEDURES FOR SCHEDULING RETAKES.**

Graduations are unique as they are a once in a lifetime experience. There are no retakes available and our team of photographers are specifically trained to capture that moment every single time.

## **5.4 OTHER**

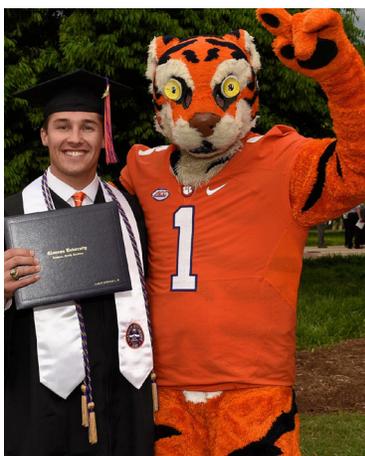
### **5.4.1 WOULD YOUR COMPANY BE WILLING TO ALLOW OTHER ENTITIES TO UTILIZE THIS CONTRACT COOPERATIVELY.**

GradImages would be willing to allow other entities to utilize this contract cooperatively, but would reserve the right to review the additional entities on a case-by-case basis, based on size and number of ceremonies.

### **5.4.2 LIST ANY RELATED ADDITIONAL SERVICES THAT YOUR COMPANY PROVIDES THAT ARE NOT IDENTIFIED SPECIFICALLY BY THIS RFP.**

#### **SPONSORING THE MASCOT**

GradImages sponsors mascot appearances following commencement to provide graduates and their families with the opportunity to have images taken with the College mascot on the day of their memorable accomplishment. GradImages will work with the Athletics office to coordinate and pay for mascot's appearance, and the images will be made available to the graduates along with their photographs from the ceremony. This can also be offered during the ceremony if it flows wells without distractions.



## **CUSTOM BANNERS**

We will create, with the help of the commencement committee, a custom step and repeat banner for the Ceremony Portrait pose. This pose is our most popular pose, and the opportunity to get the Maricopa County Community College District branding out is very important in today's competitive college recruitment society. We will design the backdrops, use them during the ceremony, and then send them back to our home office to be stored until the next events.

## **ENHANCED POST-GRADUATION ADDRESS UPDATES**

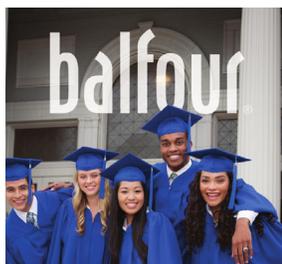
We can provide each Maricopa County Community College with an electronic copy of the address information that graduates provide our company themselves. Please note that, except for this information sharing arrangement with Maricopa County Community College District, our company will never share, sell, or distribute graduate data.

## **ALUMNI LETTER MAILING**

When we send paper proofs to graduates, we can also include a letter, flyer, or other information piece from the Maricopa County Community College District. This service is offered at no cost. The College could simply provide a full-color PDF of the document it wished to include, and our Printing Department will handle the rest.

## **CUSTOM LANDING PAGE**

We can establish a custom landing page for the Maricopa County Community College District graduates to view their photo proofs and place orders. This can be co-branded to appear as though it were a service provided by the College.



### **BALFOUR**

In May of 2019, American Achievement Corporation completed its merger with Iconic Group, creating an unparalleled product and service offering the scholastic and collegiate graduation market.

As a result of this merger, GradImages is now united in its strategy and vision with Balfour, the national leader in Class Rings, Regalia and other specialty University branded pieces.

Balfour, founded in 1913, is well known for its long and successful history of the manufacturing, sales and marketing of class rings, yearbooks, letter jackets and graduation regalia to middle school, high school and college students and alumni. Today, they are focused on delivering exceptional quality that lasts a lifetime and captures the special memories of student life.

The benefits of the marriage between these two companies to our clients is immeasurable. Partner institutions now have an unprecedented network of personnel within the management teams of both companies that offer an incomparable vested interest in their success at commencement.

Your institution not only has the opportunity to partner with the premier vendors for class rings, regalia and photography, but those industry leaders will be vested in one another's commitment to your institution.

Quite simply, no other photography company can boast this level of commitment to Maricopa County Community College District.

# GRADROLL

SERVICE OF GRADIMAGES



The GradRoll system is our proprietary name calling assist program. It allows graduates names to be shown on the venue's video systems as each person is recognized on stage. While many of our competitors also have similar software, ours has been rigorously tested at ceremonies all over the country.

**GradRoll is a free service offered only to our family of clients. It is not a standalone service.**

Here's the way our system works:

1. In advance of each ceremony, the school provides GradImages with a list of names of all students who are candidates for graduation. (We can also display additional information if desired, such as degree or honors.)
2. GradImages would work with each Maricopa County Community College to print a unique QR code (two-dimensional barcode) on each graduate's reader card. We can print these cards on behalf of the College at no cost.
3. At commencement, as each graduate approaches the stage, his/her QR code is scanned using a hand-held scanner, which places that graduate's name in the correct sequence, and queues it for display on the video systems. (Card scanning will not interfere with the flow of graduates or impact the pace of the ceremony.)
4. Once the graduate enters the video camera's field of view to shake hands with the presenter, a staff member would advance the system to display his/her name on the video screens.

A Windows-based laptop and a barcode scanner are the only pieces of equipment needed to operate the GradRoll software. Your AV team may have some requirements based on the AV connections needed to display the GradRoll name banner. Additionally, GradRoll can gracefully handle instances where a graduate may approach the stage without his or her reader card.

GradImages does not charge for the use of the GradRoll system. We will customize the name banner, configure and provide the GradRoll software per your specifications and print custom reader cards with QR code free of charge. You will be required to provide the needed equipment and personnel to operate GradRoll at your event.

GradImages does not provide staff or equipment for operating GradRoll during your event. You will need to provide two people per line, one on each laptop and one on each scanner, to utilize GradRoll. While we cannot provide staff to execute the service, we do offer technical support to assist with your setup, configuration and troubleshooting.

## ATTACHMENT A

### BIDDER'S STATEMENT

Interested Bidders are asked to review and provide, as completely and accurately as possible, a written response on each applicable section below:

#### TYPE OF BUSINESS ORGANIZATION

Please check the appropriate box(es).

\_\_\_\_\_ The Bidder represents that it operates as:

A CORPORATION incorporated under the laws of

the State of Delaware

\_\_\_\_\_ An INDIVIDUAL

\_\_\_\_\_ A PARTNERSHIP

\_\_\_\_\_ A NON-PROFIT ORGANIZATION

\_\_\_\_\_ A JOINT VENTURE

Federal Employer Identification Number: 20-8815750

#### PARENT COMPANY and IDENTIFYING DATA

A "parent" company, for the purposes of this provision, is one that owns or controls the activities and basic business policies of the Bidder. To own the Bidding company means that the "parent" company must own more than 50 percent of the voting rights in that company. A company may control a Bidder as a "parent" even though not meeting the requirements for such ownership if the "parent" company is able to formulate, determine or veto basic policy decisions of the Bidder through the use of dominant minority voting rights, use of proxy voting or otherwise.

The Bidder:

IS \_\_\_\_\_ IS NOT owned or controlled by a "parent" company.

If the Bidder IS owned or controlled by a "parent" company, Bidder shall provide the name, address, phone and fax numbers, and Federal I.D. No. of the company.

Iconic Group, Inc.

Same address, phone numbers, and Federal I.D. No. as GradImages

**ATTACHMENT A  
BIDDER'S STATEMENT (continued)  
BIDDER REFERENCES  
Private Business Contracts**

MCCCD requires a minimum of three (3) current and local references for which you are providing same or similar products and services specified herein. Please indicate below the businesses for which you have provided such during the past two (2) years:

1	Company Name:	_____
	Address:	_____
	Phone #:	_____ Fax #: _____
	Contact Person:	_____
	Contract Period: From:	_____ To: _____
	Describe Services:	_____
2	Company Name:	_____
	Address:	_____
	Phone #:	_____ Fax #: _____
	Contact Person:	_____
	Contract Period: From:	_____ To: _____
	Describe Services:	_____
3	Company Name:	_____
	Address:	_____
	Phone #:	_____ Fax #: _____
	Contact Person:	_____
	Contract Period: From:	_____ To: _____
	Describe Services:	_____

GradImages has provided Reference information on page 23 of the following proposal, under section 5.2.2 of the RFP.

ATTACHMENT A  
BIDDER REFERENCES (continued)  
Federal, State or Other Political Subdivision Contracts

MCCCD is also interested in speaking with public agencies or educational institutions for whom you have provided such products and services covered herein:

- 1    Company Name: \_\_\_\_\_  
      Address: \_\_\_\_\_  
      Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
      Contact Person: \_\_\_\_\_  
      Contract Period: From: \_\_\_\_\_ To: \_\_\_\_\_  
      Describe Services: \_\_\_\_\_
  
- 2    Company Name: \_\_\_\_\_  
      Address: \_\_\_\_\_  
      Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
      Contact Person: \_\_\_\_\_  
      Contract Period: From: \_\_\_\_\_ To: \_\_\_\_\_  
      Describe Services: \_\_\_\_\_
  
- 3    Company Name: \_\_\_\_\_  
      Address: \_\_\_\_\_  
      Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
      Contact Person: \_\_\_\_\_  
      Contract Period: From: \_\_\_\_\_ To: \_\_\_\_\_  
      Describe Services: \_\_\_\_\_

GradImages has provided Reference information on page 23 of the following proposal, under section 5.2.2 of the RFP.

ATTACHMENT A  
BIDDER'S STATEMENT (continued)  
ADDITIONAL BUSINESS INFORMATION  
Standard Business Hours

- 1 Days of week available for services: Monday - Sunday (7 days a week)
- 2 Business hours of operation: 8:30am-5pm
- 3 On-call/Emergency service hours: 5pm-8:30am
- Phone Number(s): 800-628-4509
- Web Address: www.gradimages.com
- FAX Number: 850-574-0774

General Information

- 4 Business License Number: Arizona Business License F-1362983-0
- 5 Number of years in business under current name: 12
- 6 Number of offices in the State of Arizona: 1
- 7 Business Classification (check applicable category)
- Minority Owned Business (MBE) N/A
- Woman Owned Business (WBE) N/A

Does your firm hold this certification from any other agencies or companies?

No:  Yes:  With Whom? \_\_\_\_\_

- 8 Name and address of office assigned to handle the MCCCDC account:  
GradImages  
3490 Martin Hurst Rd.  
Tallahassee, FL 32312
- 9 Account Manager Information:  
Name: Mackenzie Edgely  
Office Phone: 850-906-3591  
Cell: (815) 474-4394 - Kathy May - EOM
- 10 Contractors License Number(s): TYPE AZ Business License NUMBER F-1362983-0
- 11 Do you ever sub-contract any of your services? NO   
YES
- If YES, which services?: \_\_\_\_\_

ATTACH ADDITIONAL SHEETS IF NECESSARY TO FURTHER DESCRIBE THE EXPERIENCE AND QUALIFICATIONS OF YOUR FIRM FOR PROVIDING THE PRODUCTS/SERVICES UNDER THE CONTRACT

# DEVIATIONS FROM RFP

**GradImages would like to note the following deviations from within the Scope of Service:**

- **Video Capabilities** – GradImages currently does not offer videography service. While we work closely with videographers at the majority of commencements, GradImages specializes in still graduation photography. If desired, GradImages is happy to refer the names of firms that are capable of executing this service.
- **Scheduling Shoots and Retakes** – Graduations are unique as they are a once in a lifetime experience. There are no retakes available and our team of photographers are specifically trained to capture that moment every single time.



### **RFP 3452-9 ADDENDUM #1 & ACKNOWLEDGMENT**

Description: Photography and Video Services

RFP #: 3452-9 Addendum #1

Date: December 6, 2019

The following clarifications, changes, additions or deletions for this project shall be made to the above mentioned RFP; all other conditions shall remain unchanged. The Addendum supersedes current conditions shown in the RFP document. This Addendum forms a part of the Contract Documents and modifies them as follows:

#### **CORRECTION: Scope of Work Section 3.2.5**

Section 3.2.5 is to be corrected as follows:

The videographer must utilize her or his own equipment, including backdrops, lighting, camera, sound, computer editing equipment and provide the digital masters to MCCCDC on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCDC within **seven (7)** business days of the shoot.

#### **QUESTIONS AND ANSWERS**

***No further questions will be answered.***

*Below are responses to the questions that were received regarding this RFP. If your question(s) was not specifically answered it may be because it was not pertinent to your ability to respond to the RFP; did not address what was requested in the RFP; was similar to a question previously asked; was information that only the successful proposer will need and will be provided when they start working on the project; and/or the answer is already contained in the RFP package or available on our website.*

*Please note the questions are in black, with the response following in blue. When possible wording for each question was kept in the same format as received but may have been edited to provide clarity. Questions may be placed in a different order and renumbered. Responses to questions received are as follows:*

Q1. What is the length of the contract, i.e.- Jan 1 -Dec 31, 2020 or ?? When is the expected contract selection, signing, and Start date.

1

- A1. A written Notice of Award with a specific contract start date will be made prior to commencement of performance. The initial contract term will end on June 30, 2021. MCCCDC may, at its discretion, exercise up to 4 one-year option renewal periods.
- Q2. What are the approximate number of events requiring video during this first contract period and do you have the dates currently scheduled?
- A2. Varies by College based on project need and budgets available
- Q3. What level of storyboarding is needed - i.e. full Hollywood color animation, or rough sketches?
- A3. Varies by college. Storyboarding can be rough sketches—detailed enough so client can understand an idea and flow of the video concept/story.
- Q4. What is meant by “Pre-roll Spot Creation”?
- A4. A pre-roll ad is a promotional video message that plays before the content the user has selected—Typically :15 or :30 sec in length.
- Q5. Elaborate on what is meant/expected by Directing/Coaching.
- A5. If talent is involved in photography / video shoot—Directing / Coaching is instructing the subject to pose, act or speak in a particular way.
- Q6. For Audio Production, are you looking for Audio Engineer levels, for mixing and audio editing with effects, or basic audio capture?
- A6. The vendor must have the ability to capture audio and mix it with music or other effects.
- Q7. 3.2.5, Delivery times - in the RFP, it says, “five(7)”? Also, are you looking for the final edited footage/product within this time frame for ALL of the events captured, rough drafts, or just the unedited copy? What flexibility do we have for this?
- A7. The delivery time has been corrected to seven (7) business days in this Addendum. The 7 day time-frame refers to the final product AFTER all events have been captured. This timeframe is negotiable based on the complexity of the project.
- Q8. Final footage formats: Do you want delivery in one specific, i.e. .MOV or .MP4, or multiple file types? You mentioned a variety of final uses which could require different formats and the time and space requirements would radically change if multiples are needed.
- A8. Could be multiple file types. Uses could be for trade shows/presentations, social media campaigns, web site marketing, YouTube marketing.

- Q9. Clarify “log footage”. Is this a tracking log for editing, utilizing timecode identification for the various clips used?
- A9. In this case, log footage refers to the format in which the footage is recorded to allow for better color correction. Log isn't Raw; it's video. However, it's a special way of capturing that maximizes the tonal range of a sensor. Shooting in log is NOT a requirement, but if Log footage is available, we would like to have access to it.
- Q10. Will there be any occasions of Out of the County projects, i.e. Tucson, Flagstaff, Los Angeles?
- A10. We basically operate within Maricopa County, with the exception of Rio National. We don't anticipate any out-of-county shoots at this point.
- Q11. Section 5.4.1 talks about “cooperatively”. What does this mean specifically?
- A11. A cooperative contract would allow other entities to utilize MCCC'D's contract. Prior to award, MCCC'D will work with vendors to determine the cooperative nature of the contract.
- Q12. Are there any shooting locations that will require usage permits (re Sec. 9.10), and, if so, who is responsible for getting them?
- A12. Assuming shooting locations are on college campuses there shouldn't be any usage permits.
- Q13. Should ALL copies of the RFP be included in the sealed envelope?
- A13. Yes. All copies must be sealed.
- Q14. Elaborate on Script Creation – is this about creating a list of questions for the interviews, creating a documentary dialogue?
- A14. Could be creating interview questions or script for actor portrayal.
- Q15. Rainy conditions – if it's raining and there will be no covered area to shoot from, ie a sports event, is there an expectation/requirement to film it?
- A15. This will be determined on a case-by-case basis. For example, if we have talent scheduled for a specific day, we might consider rescheduling or changing location.
- Q16. What is the “reimbursement rate” of the school?
- A16. Costs/Fees shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

Q17. For bigger jobs/projects, are we allowed to sub-contract extra help and their added fees rolled into the invoiced costs?

A17. Yes

Q18. If revisions are needed, how many revisions before additional costs will be incurred?

A18. We usually expect three revisions to be included before additional costs are incurred.

Q19. Will all fonts, text for titles and names, logos, and graphics be provided for the final products, or are we required to create them?

A19. Both. Fonts, logos, colors and other branding requirements will be provided along with branding guidelines.

Q20. If music is required, will you provide, or will charging the licensing fee be allowed as an extra charge?

A20. Prefer photographer/agency to provide licensed music for fee, if necessary.

Q21. If delivery is on a hard drive, will it be returned? Same question re use of a thumb drive/memory stick.

A21. No, we will keep the hard/thumb drive. Please include this in your pricing.

**Please fill in the requested information below as acknowledgment that you have received this addendum as noted above and include IN YOUR PROPOSAL when it is submitted.**

Name of Firm: GradImages

Address: 3490 Martin Hurst Rd.

Tallahassee, FL 32312

Fax #: ( 850 ) 574-0774 Tel. #: ( ) 800-628-4509

Name:(Print) Danielle Dentzau Title: Bid & Proposal Manager

Signature: *Danielle Dentzau* Date: December 18, 2019

E-Mail: contracts@gradimages.com



# THANK YOU

## FOR CONSIDERING US!

GradImages is pleased to submit this proposal for Commencement Photography, prepared exclusively for the Maricopa County Community College District in accordance with the requirements of RFP #3452-9.

In the photography market for over 40 years, GradImages is the national leader in event performance, execution, and innovation in the Graduation Photography industry. Starting out in the 1970's as Chappell Studios and Bob Knight Photography, GradImages has taken the most innovative aspects of each business model to create a one-of-a-kind system purposely designed to help Graduation coordinators. We are proud to offer the most competitive pricing structure for students and parents while maintaining maximum benefits for coordinators and the graduates they serve.

This proposal contains information about our company and services, along with proposed pricing. If there is any additional information we can provide to help with this important decision, please do not hesitate to let me know. We would also be happy to provide an in-person presentation at any time.

On behalf of everyone at GradImages, thank you for your time and consideration.

**Danielle Dentzau**  
Bid & Proposal Manager

