



165 N Centennial Way t Mesa, AZ 85210

602-708-0136

www.ivanmartinezphotography.com

ivan@ivanmartinezphotography.com

RFP# 3452-9

Original



MARICOPA
COMMUNITY COLLEGES

ACKNOWLEDGMENT OF RECEIPT

RFP # 3452-9

Photography and Video Services

Please provide the requested information below as acknowledgment that you have received our Request for Proposal noted above. To ensure receipt of any future addenda and to remain in our vendor database it is strongly recommended that interested Bidders complete this acknowledgment and return via Fax to MCCCCD Purchasing at (480) 731-8190 or email to sarah.van.omen@domail.maricopa.edu even if you do not intend to submit a proposal.

All addenda/amendments will continue to be posted on our website at <https://procurement.maricopa.edu/>

Failure to sign and return the "Acknowledge of Receipt" will result in your company not being sent any addenda to this RFP. Addenda may significantly alter the specifications of this RFP which could result in your proposal being deemed unresponsive if this form is not returned.

| | | |
|-----------------|----------------------------------|----------------|
| Name of Firm: | Ivan Martinez Photography | |
| <u>Address:</u> | 165 N Centennial Way Suite 104 | |
| | | |
| | | |
| Tel #: | 602-708-0136 | Fax #: |
| E-Mail: | Ivan@ivanmartinezphotography.com | |
| Name: (Print) | Ivan Martinez | Title: Owner |
| Signature: | <i>Ivan Martinez</i> | Date: 12-19-19 |

PLEASE NOTE: Failure to respond to this acknowledgement **may** result in your companies removal from our vendor database for this commodity.

() We will not be responding to this solicitation please retain us on the Proposing Firm's mailing list.

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: | Ivan Martinez Photography | PHONE: | 602-708-0136 |
| ADDRESS: | 165 N Centennial Way Suite 104 | FAX: | |
| CITY, STATE, ZIP: | Mesa, AZ 85201 | | |
| SIGNATURE: | <i>Ivan Martinez</i> | DATE: | 12-19-2019 |
| NAME (Print): | Ivan Martinez | TITLE: | Owner |

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.



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Price List

All services include online proof gallery, digital files in high and low resolution

Services provided:

- 1-Corporate headshots
- 2-Environmental portraits
- 3-Event photography
- 4-Banquets and awards
- 5-Commercial photography
- 6-Architectural photography
- 7-Construction Photography
- 8-Individual and Team photography
- 9-Action sports
- 10-Aerial photography

1-Corporate Headshots

On location corporate headshots or environmental portraits

- Set up per session \$250
- Cost per headshot 1-2 per session
(includes retouching) \$195 single headshot
- Cost per headshot 3-5 per session
(includes retouching) \$150 per headshot
- Cost per headshot 6-10 per session
(includes retouching) \$125 per headshot
- Cost per headshot 11-19 per session
(includes retouching) \$95 per headshot
- Cost per headshot 20 or more per session
(includes retouching) \$75 per headshot

At IMP studio (Downtown Mesa) corporate headshots

- Cost per headshot 1-2 per session
(includes retouching) \$175 single headshot
- Cost per headshot 3-5 per session
(includes retouching) \$125 per headshot
- Cost per headshot 6-10 per session
(includes retouching) \$95 per headshot
- Cost per headshot 11-19 per session
(includes retouching) \$85 per headshot
- Cost per headshot 20 or more per session
(includes retouching) \$65 per headshot

2-Environmental portraits

On location photo services

-Setup fee when studio lights are needed for the photo session \$250 per set of 1 or 2 lights

-Photography \$145/hour

-Editing and retouching \$85/hour

Additional services if needed or requested

-Make up \$125/hour

-Second photographer \$115/hour

-Photo assistant \$65/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

3-Event photography

-Photography \$125/hour minimum 2

-Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

4-Banquets and awards

-Photography \$145/hour minimum 3

-Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

5-Commercial photography

-Setup fee when studio lights are needed for the photo session \$250 per set of 1 or 2 lights

-Photography \$145/hour

-Editing and retouching \$85/hour

Additional services if needed or requested

- Make up \$125/hour
- Second photographer \$115/hour
- Photo assistant \$65/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

6-Architectural photography

- Photography \$145/hour
- Location scout \$45/hour
- Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

7-Construction Photography

- Photography \$145/hour
- Location scout \$45/hour
- Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

8-Individual and Team photography

- Setup fee when studio lights are needed for the photo session \$250 per set of 1 or 2 lights
- Photography \$145/hour minimum 4 hours
- Editing and retouching \$85/hour
- Tent and backdrops \$50 each

Additional services if needed or requested

- Make up \$125/hour

- Second photographer \$125/hour
- Photo assistant \$65/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

9-Action sports

- Photography \$145/hour minimum 2 hours
- Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

10-Aerial photography

Helicopter

- Photography \$145/hour minimum 2 hours
- Helicopter rental \$350/hour
- Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

Drone

- Photography \$175/hour minimum 2 hours
- Editing and retouching \$85/hour

Travel

Distances over 50 miles from downtown Mesa \$.75 per mile

Digital file deliveries

USB with digital files \$25

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 | <u>Ivan Martinez</u> | |
| PRINTED NAME | <u>Ivan Martinez</u> | |
| TITLE | <u>Owner/Photographer</u> | |
| COMPANY | <u>IMP Studio LLC DBA Ivan Martinez Photography</u> | |
| ADDRESS | <u>165 N Centennial Way Suite 104</u> | |
| CITY, STATE, ZIP | <u>Mesa, AZ 85201</u> | |
| TELEPHONE | <u>602-708-0136</u> | FAX NUMBER <u></u> |
| E-MAIL | <u>ivan@ivanmartinezphotography.com</u> | |

Is your firm a:

(X) Corporation* () Partnership () Individual () Joint Venture

- If a corporation, answer the following:

- a) Where incorporated: Arizona
- b) Date incorporated: November 15, 2012
- c) Have your Articles ever been suspended or revoked? () Yes (X) 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:

SCOPE OF WORK

You may submit proposals on one, several, or all of the services listed in the scope of work. This is not an all or nothing proposal.

3.1 Photographer Scope of Work

3.1.1 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:

- Action photography (candid individual, group, environmental shots)
- Banquet/Dance/Formal Event Photography for MCCCCD and public functions.
- Classroom Photography
- Commencement, other public event photography
- Portrait photography
- Panoramic photography
- Sports photography (Individual & Team)
- Campus and other architecture, buildings, landscape
- Yearbook photography

3.1.2 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.

3.1.3 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.

3.1.4 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.

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.

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.

3.1.7 Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.

3.1.8 Usage Rights:
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-



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RFP#3452-9

Respondent Questions

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.

Ivan Martinez Photography was started in January 2008. After 22 years as sales, product development and new media professional with newspapers in 4 different US markets, Ivan started Ivan Martinez Photography. The company is located in downtown Mesa. IMP provides a variety of services to many businesses in the valley. Key services consist of portrait, event, commercial and construction photography. Among IMP clients you will find: Mesa Chamber of Commerce, Google, The Nature Conservancy, University of Arizona Eller Business School, Mesa School District, Mesa Community College Foundation, Benedictine University, Town of Queen Creek, Underground Construction, DCS Contracting and the City of Mesa.

5.1.2 State the number of years of service and experience of your company.

IMP has been in business for close to 12 years. The company key asset is Ivan Martinez strong education background, professional experience in marketing and advertising and his knowledge of photography. In addition to Ivan professional experience in marketing and advertising, he also taught digital photography at Grand Canyon University from 2012 to 2019 and he is an active photo guide with Arizona Highways PhotoScapes. Ivan takes time to understand the client's photography needs. He knows that an image is part of the clients branding process. Ivan understands and works under the primases that an image, needs to embrace the business brand and easily communicate with current and potential customers the intended message.

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.

Ivan Martinez, main photographer and owner (resume Attached)

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.

Ivan photography affinity started during high school and continue through his college years. When he switched career in 2008, he started doing photography as a business. He has gone back to photography school at Scottsdale Community College and Santa Fe Photo Workshops to refine his photography skills. Ivan works well with marketing and advertising organizations. He understands the challenges they face. Ivan combines his expertise in marketing, advertising and photography to help many of his clients. Ivan has worked with small one-person business as well as large corporations. He is able to work under pressure under tight deadlines and strives to deliver quality images on time and within budget. Although he has many years of experience, he continues to explore new technologies and processes in order to keep developing his skills and maintain a complete advantage. He is currently working on several small video projects to better understand the medium and is in the process of getting his Drone pilot certificate so that he can offer aerial photography to his clients.

- Action photography (candid individual, group, environmental shots)
Ivan has covered many events where he is asked to create a combination of images that include candid, staged groups and environmental photos. He has done this for many of his clients.

Work Samples:

- Mesa Chamber of Commerce Annual Golf Tournament
<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Mesa-Chamber-Golf-Tournament-2019/>
- Falcon Field airport for the city of Mesa
<https://www.store.ivanmartinezphotography.biz/Other/Falcon-Field-Samples/>
- Underground Construction
<https://www.store.ivanmartinezphotography.biz/Other/Underground-Construction-Catalina-Nov-2019/>
- Mesa Riverview Park Grand Opening Day
<https://www.store.ivanmartinezphotography.biz/Events/Riverview-Park-Grand-Opening/>

- Banquet/Dance/Formal Event Photography for MCCCCD and public functions.
Ivan has worked on many formal and social events from a black-tie annual fundraiser for Honor Health Foundation to yearly The United Food Bank Friends Breakfast. He works with the client beforehand to understand what is needed to be capture, review the event timeline so that images created are timely and on target.

Work Samples:

City of Mesa Mayor's Annual State of the City Address

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/State-of-The-City-Address-2019/>

Honor Health Foundation Honor Ball

<https://www.store.ivanmartinezphotography.biz/Events/Honor-Ball-2019/>

Google Sandbox Phoenix

<https://www.store.ivanmartinezphotography.biz/Events/Google-Sandbox-Phoenix-2018/>

- Classroom Photography

Ivan has worked with the Mesa School district, the University of Arizona and Benedictine University to create a series of images showcasing students at their classes as well as in social settings in campus.

Work Samples:

Eller Executive MBA class and family day

<https://www.store.ivanmartinezphotography.biz/Other/University-of-Arizona-Eller-MBA-Dec-2019/>

Benedictine University

<https://www.store.ivanmartinezphotography.biz/Other/Benedictine-Oct-2019/>

- Commencement, other public event photography • Portrait photography • Panoramic photography • Sports photography (Individual & Team) • Campus and other architecture, buildings, landscape • Yearbook photography

-Public events

East Valley Veterans Parade

<https://www.store.ivanmartinezphotography.biz/Events/East-Valley-Veterans-Parade-2014>

Celebration of Freedom

<https://www.store.ivanmartinezphotography.biz/Events/Celebration-of-Freedom-2014/>

Portrait Photography

<https://www.ivanmartinezphotography.com/corporate-and-business-headshots-photographer>

Landscape

<https://www.ivanmartinezphotography.com/nature-and-landscape-photographer>

Sports Photography Individual and teams

For 5 years Ivan Martinez provide individual and group photos to the Red Mountain Little league. It took planning and coordination to make sure we photographed each player and time on time. I worked with a team of three photographers and support staff on photo day and photographed 500 kids in a

span of 5 hours. Following the shoot, I worked on the design and printing and delivery of all packages that each individual purchased.

Work Sample:

Desert Devils Cheerleading

<https://www.store.ivanmartinezphotography.biz/Portraits/Desert-Devils-Cheerleading/>

Red Mountain Little League

<https://www.store.ivanmartinezphotography.biz/Events/Red-Mountain-National/>

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.

-Mesa Chamber of Commerce

Sally Harrison

President and CEO

480-969-1307

sharrison@mesachamber.org

-Wallace Plese + Dreher Certified Public Accountants

Barbara A Dillon

Director Marketing Business Development

480-345-0500

BarbaraD@wpdcpa.com

-Swagel Wootton Eye Institute

Kristina Wolfe

Physician Representative

480-570-4825

Kristina.wolfe@sweiaz.com

-University of Arizona

Amy Schmitz

Assistant Dean for Marketing and Communications

520-626-9547

aeschmitz@email.arizona.edu

-Town of Queen Creek

Marnie Schubert or Debra Kuffner

Marketing Specialist

480-358-3198

debra.kuffner@queencreek.org

5.2.3 Provide a detailed description of similar work performed by your firm during the past five years.

Ivan Martinez Photography has worked with several organizations and business in the valley to provide services at the studio in Mesa or at the client's location.

Services include:

- Corporate headshots
- Environmental portraits
- Event photography
- Banquets and awards
- Commercial photography
- Architectural photography
- Construction Photography
- Individual and Team photography
- Action sports
- Aerial photography

A good example of IMP works is the Mesa Chamber of Commerce. IMP photographs all the Mesa Chamber events including monthly and annual signature events.

Here are samples of IMP event work for the Mesa Chamber of Commerce:

-Mesa Chamber Monthly events

Mesa Morning Live

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Mesa-Morning-Live-December-2019/>

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Mesa-Chamber-Mesa-Morning-Live-April-2018/>

Taste of Mesa

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Taste-of-Mesa-February-2019/>

-Mesa Chamber Annual Signature events

State of the City Address

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/State-of-The-City-Address-2019/>

Mesa Chamber Annual Golf Tournament

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Mesa-Chamber-Golf-Tournament-2019/>

Mesa Chamber Aviation Fascination

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Aviation-Fascination-2017/>

East Valley Business Expo

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/East-Valley-Business-Expo-2017/>

Mesa Chamber of Commerce Award recipients portraits

<https://www.store.ivanmartinezphotography.biz/Mesa-Chamber-Events/Mesa-Chamber-Leadership-Awards-2017/>

Additional clients include:

Wallace Plese + Dreher, Swagel Wootton Eye Institute, University of Arizona, Benedictine University, DCS Contracting, Suntech Concrete, Visit Mesa, Gateway Bank, The Nature Conservancy, Town of Queen Creek

5.2.4 Provide a definitive list of services the firm will provide.

- Corporate headshots
- Environmental portraits
- Event photography
- Banquets and awards
- Commercial photography
- Architectural photography
- Construction Photography
- Individual and Team photography
- Action sports
- Landscape Photography
- Panoramas
- Aerial photography
- Photo editing and retouching

5.2.5 Describe services, capabilities, policies and procedures for the service/s on which you're bidding:

IMP has been in business for 12 years. It has the flexibility to work with small and large business. In addition of experience and knowledge, IMP has an extensive variety of cameras as well as studio and on location light equipment. IMP traditionally will work with its client prior to the photo shoot to determine what will take to create the images that are needed. Once the client and IMP are clear on the objective a shoot is schedule. There are many times where IMP works on its own without the client supervision; however, if requested IMP will gladly work under the supervision of a client. IMP has the capability of wirelessly transmit image that are captured during the photo shoot to an i-pad. This allows the client to review the images that are being captured. After the photo shoot, IMP will

create an online proof gallery. The client get to review the work, provide additional edits request if necessary and select the images they want to use. IMP then provides the client with high resolution files via FTP or Dropbox. The turnaround time is usually 2 to 5 days.

5.2.5.1 Video capabilities (shooting, editing, publishing).

If needed, IMP has team members that it can bring on the shoot to create video. We are able to capture, edit and publish video.

5.2.5.2 Gathering digital talent release forms from all subjects

IMP has a model release form that it uses during photo shoots. If requested by the client, models are required to sign the release. IMP will share those release with the client when it is requested.

5.2.5.3 Packaging, Organizing and Delivery of Picture Packages for Distribution

My experience with team and individual photography is extensive. I work with Richmond Professional Photo Lab to create the print packages and print orders. Prints are pre-packaged and ready to be delivered when it arrives from the photo lab.

5.2.6 Provide examples of work for each type of service you are responding for (i.e. portrait, architectural, sports photography, etc.)

For a collection of samples of my work go to:

<https://www.ivanmartinezphotography.com/>

5.2.7 Describe any other qualities, qualifications, and/or examples that further demonstrate your abilities to provide the services requested in the RFP.

In addition to its photography experience and knowledge, Ivan Martinez brings in over 30 years of marketing and advertising expertise. Ivan has a BA in Marketing and an MBA in Business Management from the University of Northern Iowa. Ivan is also an active member of the American Society of Media Photographers. You can find his profile on their national website: <https://www.asmp.org/portfolio/ivan-martinez/>. Last Ivan Martinez is very involved in the community. He is an active member of the Mesa Hohokams, Mesa Rotary, Mesa Chamber of Commerce and serves on the boards for the Downtown Mesa Merchants Association and Arizona Highways PhotoScapes. Throughout the year IMP provides free photography services to many non-profit organizations such as the United Food Bank, AZLEOS (Shop with a cop), Arizona Burn Foundation and Flashes of Hope.

5.3 OPERATIONAL Explain all the following in detail:

5.3.1 List your company's procedures for scheduling a photography or video services

- Review photoshoot objective
- Determine what is needed at the photoshoot (ie. Talent, assistants, etc)
- Assign responsibilities, what is photographer and what is client to provide
- Scout place for photoshoot to select photoshoot location and best time of day
- Confirm location and time of shoot to schedule
- Arrive ½ or earlier during the day of the shoot to ensure set up is ready

5.3.2 Minimum advanced notification time to request services.

- Ideally a week is helpful
- IMP will work with client and understands that sometimes a photo shoot needs to be rescheduled at the last minute due to weather or other unforeseen circumstances

5.3.3 List your company's policy for arrival times at a shoot location.

- Arrive ½ or earlier during the day of the shoot to ensure set up is ready at least 15 minutes prior to the scheduled photo shoot.
- If a location where the photo shoot is new, we would scout the place prior to the shoot to help us better prepare for arrival.
- Working with schools, sometimes requires additional time for parking or for securing visitors passes. We will take this into consideration and adjust our times for arrival accordingly.

5.3.4 List your cancellation policies, procedures, and time frames.

- Cancellation within 48 hours prior to the photoshoot is accepted
- Cancellation the day of the shoot will require a reinvestment for travel of \$.75/mile and a rescheduling fee of \$250

5.3.5 List your policies and procedures for scheduling retakes.

- Provide 48 hours advance notice. It is recommended that the client provides notice of one to two weeks prior to the photo shoot

5.4 OTHER

5.4.1 Would your company be willing to allow other entities to utilize this contract cooperatively.

- Yes, if requested by Maricopa Community Colleges.
- Only when pre-approved by Maricopa Community Colleges.

5.4.2 List any related additional services that your company provides that are not identified specifically by this RFP

- Aerial Photography
- Marketing and advertising experience
- Translation services (Spanish and English)

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:

 X A CORPORATION incorporated under the laws of

the State of Arizona

_____ An INDIVIDUAL

_____ A PARTNERSHIP

_____ A NON-PROFIT ORGANIZATION

_____ A JOINT VENTURE

Federal Employer Identification Number: 61-1679325

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 X 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.

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: Mesa Chamber of Commerce
 Address: 165 N Centennial Way Suite 208 Mesa AZ 85201
 Phone #: 602-708-0136 Fax #: _____
 Contact Person: Sally Harrison
 Contract Period: From: 2008 To: Present
 Describe Services: Event, portrait, commercial and event photography

- 2 Company Name: Swagel Wootton Eye Institute
 Address: 220 S 63rd St Mesa AZ 85206
 Phone #: 480-372-2616 Fax #: _____
 Contact Person: Kristina Wolfe
 Contract Period: From: 2016 To: present
 Describe Services: Environmental portrait, commercial and headshots photography

- 3 Company Name: Wallace Plese + Dreher Certified Public Accountants
 Address: 500 N Juniper dr #275 Chandler, AZ 85226
 Phone #: 480-345-0500 Fax #: _____
 Contact Person: Barbara Dillon
 Contract Period: From: 2017 To: present
 Describe Services: Headshots and environmental portraits

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: | University of Arizona | |
| | Address: | 1130 E Helen St, McClelland Hall 416 | |
| | Phone #: | 520-626-9547 | Fax #: _____ |
| | Contact Person: | Amy Schmitz | |
| | Contract Period: From: | 2017 | To: <u>present</u> |
| | Describe Services: | Event, portrait and headshots photography | |
| | | | |
| 2 | Company Name: | Benedictine University | |
| | Address: | 225 E Main St Mesa AZ 85201 | |
| | Phone #: | 602-888-5500 | Fax #: _____ |
| | Contact Person: | Jessica Jelinek | |
| | Contract Period: From: | 2019 | To: <u>present</u> |
| | Describe Services: | Classroom, portrait photography, students at campus photography | |
| | | | |
| 3 | Company Name: | Mesa Community College Foundation | |
| | Address: | 1833 W Southern Av Mesa AZ 85202 | |
| | Phone #: | 480-461-7963 | Fax #: _____ |
| | Contact Person: | Bahiyiyh Maloney | |
| | Contract Period: From: | 2017 | To: <u>present</u> |
| | Describe Services: | Event, environmental portraits and headshots | |

ATTACHMENT A

BIDDER'S STATEMENT (continued)

ADDITIONAL BUSINESS INFORMATION

Standard Business Hours

- 1 Days of week available for services: Monday to Sunday
- 2 Business hours of operation: As needed
- 3 On-call/Emergency service hours: As needed
- Phone Number(s): 602-708-0136
- Web Address: www.ivanmartinezphotography.com
- FAX Number: _____

General Information

- 4 Business License Number: 21030600
- 5 Number of years in business under current name: 7 years as IMP Studio LLC
- 6 Number of offices in the State of Arizona: one
- 7 Business Classification (check applicable category)
- Minority Owned Business (MBE) _____
- Woman Owned Business (WBE) _____

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

No: X Yes: _____ With Whom? _____

- 8 Name and address of office assigned to handle the MCCCCD account:
- Ivan Martinez 165 N Centennnial Way #104 Mes AZ 85201
- _____
- _____

- 9 Account Manager Information:
- Name: Ivan Martinez
- Office Phone: 602-708-0136
- Cell: 602-708-0136

- 10 Contractors License Number(s): TYPE n/a NUMBER _____
- _____

- 11 Do you ever sub-contract any of your services? NO X
- 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



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 MCCCC on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCC 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.

- 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. MCCCDD 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—Typicall :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 MCCCCD's contract. Prior to award, MCCCCD 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: Ivan MArtinez Photography

Address: 165 N Centennial Way #104 Mesa AZ 85201

Fax # : () Tel. #:() 602-708-0136

Name:(Print) Ivan Martinez Title: Owner /Photographer

Signature: Ivan Martinez Date: 12/19/19

E-Mail: ivan@ivanmartinezphotography.com

Ivan A Martinez B
165 N Centennial Way Suite #104 Mesa, AZ 85201
(602)708-0136 ivan@ivanmartinezphotography.com

Summary

Bilingual entrepreneur, photographer, educator, sales and management professional with extensive experience and successful track record on photography, digital and print media market development, new product planning, customer relations, coaching, management, advertising design, online ad management, web development and internet marketing.

Professional History

Ivan Martinez Photography

Owner

2008-Present

- Manages and runs own business which provides commercial, portrait and event photography services to business and families. Business clients include: Mesa Chamber of Commerce, University of Arizona, Underground Construction, Honor Health Foundation, Benedictine University, Mesa Community College Foundation, DCS Contracting, Suntech Concrete.

Grand Canyon University

Adjunct Professor Digital Photography

2012-2019

- Plans and delivers digital photography classes which are part of the Digital Design and Digital animation program.
- Contracted as Subject Matter Expert to develop curriculum currently used at school for Digital Photography I

MODAVOX, Inc.

Director Interactive Sales

2007-2007

- Developed and implemented sales strategies for Modavox, Inc. interactive division that resulted in over \$30,000 of new development contracts with several Voice America clients and online video ad agreement with Fisher Communications, a major TV and radio network on the Pacific Northwest

Gannett Co., Inc.

Operations Sales Manager azcentral.com, the Arizona Republic

2003-2007

- In conjunction with azcentral.com sales and management staff developed and implemented online advertising programs to meet and exceed multimillion sales budgets
- Led team responsible for design, development and hosting of over 50 different web sites for clients such as: Arizona Cardinals, Arizona Regional MLS, Dillard's, Macy's, Tostitos Fiesta Bowl, Insight Bowl and Fort McDowell Casino

The Seattle Times Company

Sales Manager, New Media

2000-2003

- Coordinated development and implementation of online advertising programs designed to meet the needs of businesses in key categories such as: Auto, Real Estate and Travel.
- Hired, coached, and developed successful online advertising sales staff

**The Seattle Times Company
Consultant, Yakima Herald-Republic**

2002-2003

- Conducted market analysis and wrote business plan which resulted in the development and launch of El Sol de Yakima, a weekly newspaper designed to reach the Spanish speaking population in the Yakima Valley

Product/Sales Development Manager, the Yakima Herald-Republic

1997-2000

- Developed business plan and coordinated, implementation, promotion, distribution and sales of 5 niche products that represented over \$500,000 in new annual revenues
- Improved sales staff knowledge of alternative advertising products through training on areas of consultative sales, electronic media and e-commerce
- Led automotive sales team on the negotiation, development and implementation of several annual advertising programs that represented close to a million dollars in advertising revenues

Gannett Co., Inc.

Sales Supervisor/Major Accounts/Account Manager, the Des Moines Register 1989-1997

- Led sales team to successfully grow territory by over 10% for two consecutive years
- Applied consultative sales, market analysis and effective negotiation to grow market share and help area business effectively use our advertising products and services
- Selected to participate in strategic pricing and product development workshop that was eventually implemented across all Gannett properties

Education

- MBA, marketing management, University of Northern Iowa, Cedar Falls, Iowa
- BA, marketing and advertising, University of Northern Iowa, Cedar Falls, Iowa

Career related training and certifications

- Have participated in over 20 photographic workshops since 2008 as trip leader for Arizona Highways PhotoScapes.
- Completed creative photographer classes at Santa Fe Photo Workshops
- Successfully completed Portrait, Fashion and Commercial photography classes at Scottsdale Community College

Awards and recognition

- Board member Arizona Highways PhotoScapes 2011-Present
- Board member Downtown Mesa Merchants Association 2012-Present
- Board member i.d.e.a Museum in Mesa, AZ 2010-2013
- Ivan Martinez Photography was nominated as Mesa Chamber 2014 Small Business of The Year
- Mesa Volunteer of the Year, Mesa Chamber of Commerce 2011
- Past President Arizona Professional Photographers Association 2012-2013
- Member Mesa Leadership and Development 2012 Class
- Certified Professional Photographer by Professional Photographers of America
- Newspaper Association of America New Media Minority Fellowship