



# OFFICE OF THE SHERIFF

FORSYTH COUNTY, NORTH CAROLINA

*Sheriff Bobby F. Kimbrough, Jr.*



July 25, 2024

## REQUEST FOR QUALIFICATIONS

FORSYTH COUNTY SHERIFF'S OFFICE

**Creative Media Services for Photography, Videography, and Graphic Design**

### Overview

The Forsyth County Sheriff's Office is requesting qualifications for an anticipated one-year and eight month contract term for a full-time contractor for the provision of photography, videography, and graphic design services.

The majority of the time will be spent setting up for and shooting and editing photos and videos, including, but not limited to coverage of agency day-to-day activities, special events, including community engagement meetings, campaigns, and video podcasts. Along with shooting, this position will also include designing graphics, posters, logos and other print or digital content. Content will be used for a variety of purposes, including on agency social media and websites, mobile app, television advertisements, as well as items directly provided to the media.

### Minimum Qualifications/Key Details:

- Average time per week expected is approximately forty (40) hours, but some active periods may see an excess of forty (40) hours, which shall include on-site work and editing. This is the equivalent of about one full-time position.
- Explicit schedules and plans shall be created by the Public Relations Manager, in coordination with key Sheriff's Office staff members.
- The number of projects, including videos, photos and graphic design, can vary each month depending on the needs of the Sheriff's Office.
- Hours may vary to allow required presence for services at special photo shoots, activities and events to include early morning, evening and weekends.
- Open communication and dialogue is expected, including attendance of a weekly meeting to craft messages, determine content, and schedule shoots.
- The quote for services shall encompass provision of the following items:
  - Fresh visual content generated on a weekly basis, to include still photographs and videos.
  - The creation of short films for training, community projects, social media, and other purposes as needed.
  - The ability to meet deadlines for the completion of projects, as assigned.
  - The creation of special event videos and pictures, i.e. retirements, ceremonies, and events.
  - Design creation as needed, including brochures, invitations, marketing materials, car designs, shirts, logos and other design needs.
  - Visual content shall be made to be compatible with both mobile and desktop devices.
  - Studio quality professional headshots of staff members shall be taken as requested.
  - The Sheriff's Office shall maintain the copyrights to the original creative content for future use.

- Assist the Public Relations Team with the distribution of content via Social Media, as needed.
- Maintain inventory all FCSO PR Unit equipment, including its maintenance and use (see County owned equipment listing in Exhibit 1).
- Must be proficient in Adobe Creative Suite including Premiere Pro, After Effects, Audition, Photoshop, Illustrator, InDesign and Lightroom. The preference is for someone familiar with Mac OS.
- Must be proficient working with LAV mics, syncing video and audio, and rendering professional audio.
- Must have photo and video experience using Canon and Sony DSLR's.
- Must have knowledge of lighting multiple subjects in various scenarios.
- Must be physically able to set up light stands, lights, modifiers, tripods, and any other equipment setup needed for each project.
- Must include links to portfolios or video work with proposal.
- Availability to attend and document agency events, including on weekends and holidays, sometimes with short notice.
- Be able to pass a background check and possess a valid NC Driver's License.

#### Other

- Anticipated Contract Length and reporting requirements
  - Contract for services are anticipated to be for an initial 8-month term beginning November 1, 2024 through June 30, 2025 and then a second year term of 12 months beginning July 1, 2025 and ending June 30, 2026.
  - The selected business provider and/or firm will be required to log all hours worked and submit, on a monthly basis, a reporting of billable hours and a summary of work conducted to justify payment.

#### **Interested Vendor Responses/Response Content/Preparing Response**

**Responses to this RFQ must be received by 5:00 PM EST August 9, 2024** and are to be submitted electronically by email as a PDF file(s). 25MB is the maximum and safest mail size to ensure delivery. Multiple emails are acceptable. Responses should be emailed to:

Randy Hunsucker, Business Manager  
 Forsyth County, NC Sheriff's Office  
[hunsucrc@fcsso.us](mailto:hunsucrc@fcsso.us)

#### **SECTION 1: Qualifications Submission Requirements**

1. Vendors interested in submitting a Response to conduct the Scope of Services must have demonstrated previous experience in the providing similar services.
2. For the purposes of this solicitation, "similar services" means providing photography, videography, and editing services to a private sector business, non-profit agency, government entity, television station or other community agency.
3. The response must clearly address the requirements outlined in the RFQ. The proposing business provider and/or firm must ensure that all proposed work will meet all applicable Local, State and Federal requirements.

4. Business providers and/or firms interested in the project are required to submit responses to the RFQ that address the criteria listed above and include the following:
  - A. Cover Letter- Business providers and/or firms must have a cover letter summarizing qualifications to conduct the services outlined in this RFQ and must identify the contact person (Authorized Negotiator) with all authority to oblige the Business Provider (including telephone number).
  - B. Personnel and/or Team – Provide the business provider’s and/or firm’s key personnel and those who will serve in leadership roles for any service agreement with the Forsyth County Sheriff’s Office / Forsyth County, NC. Provide the proposing firm’s name, address, contact name(s), and telephone number(s).
  - C. Statement of Qualifications and Experience  
Provide a general profile of your firm or services. Also, provide the qualifications of the personnel the firm possesses in order to prepare the services outlined in this RFQ. Provide names of principals, key persons, or associates who would be involved in the project and their qualifications. Provide a list of similar projects completed by the person/firm, giving names, addresses, and phone numbers of clients.
  - D. Vendor Approach to the Scope of Services  
Provide a detailed statement outlining the understanding of photography, videography, and editing services. Summarize the basic approach to providing the services, including equipment, software and applications used.
  - E. Link to portfolios and/or video work
  - F. References  
Please provide comprehensive references of similar work completed in the last five (5) years. Provide client name, contact information, project cost, and years provided.

### **Evaluation/Process**

A team of Sheriff’s Office and County staff will assess responses to this RFQ and select all qualified firms and/or business providers that will continue in the process. For each of the *selected qualified firms and/or business providers*, the County will request the submission of a cost proposal for providing the services required herein, for a first year term of 8 months beginning November 1, 2024 through June 30, 2025 and a second year term of 12 months beginning July 1, 2025 and ending June 30, 2026.

*The County will ordinarily award the contract for such services to the lowest responsive, responsible bidder; however, in awarding the contract, the County may also consider differing levels of service and experience. Notwithstanding anything to the contrary herein, the County may reject any or all bids, and the County may negotiate with any or all bidders.*

For qualified business providers and/or firms proceeding to the next step in the process, the quote for services shall provide an all-inclusive cost and payment terms (weekly, bi-weekly, monthly, hourly etc.). The selected business provider and/or firm will further be expected to submit on a monthly basis a reporting of billable hours and a summary of work conducted to justify payment.

## Exhibit 1 - List of County-Owned Public Relations Equipment

Item/Description
G-Technology G-RAID 36TB 2-Bay Thunderbolt 3 RAID Array (2x18TB)
Apple - 11' iPad Pro with Wi-Fi 128 GB
Canon EOS-1D X Mark DSLR Camera Body
IndiPRO Tools Mini-Tap to Sony L-Series Type Battery Dummy (30")
Freeworld 7" Monitor
IDX System Technology DUO-C98 96WH High Load Battery
Atomos Shogun 7 Monitor/Recorder
Dtacolor Spyder CHECKR 24 Color Chart
DJI RS 2 Gimbal Pro Kit
G-Technology G-RAID 36TB 2-Bay Thunderbolt 3 RAID Array (2x18TB)
GoPro - Max 360 5.6K Action Camera black with Card and Suction Cup
G-Technology G-SPEED Shuttle 24TB Thunderbolt 3
NICETOWN Blackout Blinds
On Camera Audio Recorder, Wireless Mic Kit, Camera lens focal adjustment chart, 3 video lights, 2 C stands, 3 diffusion Panels, reflector arm holders, drop ceiling video light mounts
21.5 Inch Imac (Video Creation)
Interfit S1 Mono Light
Variable ND Filter 49mm
Phottix soft box 26"
Westcott reflector disc
Sandbag Kit of 6
Memory for IMAC computer (Crucial 32GB Kit- 16GBx2 DDR\$ 2666 MT/s
Angeles Task Chairs (4)
Small HD FOCUS Monitor BUNDLE (included cables, cards, readers, rolls, power strips)
4147C002 CANON EOS R5 Mirrorless Camera
3680C002 CANON RF 24-70MM F/2 L IS USM Lens
PolarPro 82MM Peter McKinnon Signature Edition II Variable ND 0.6 to 1.5 Filter (2 to 5 stop), w/ VB99 V-Mount Battery, Cables, ProTapes Pro Gaffer Tap, Watson Pro Universal V-Mount Battery Clamp, Sandisk 4TB Extreme Pro Portable SSD v2, CFEXPRESS Type B Card Gold, Angler Quick-Open Deep Parabolic Softbox, LED Monolight
Dragon-X Red Dragon Digital Camera
Canon 1DX mkii Digital Camera
Sennheiser Wireless Bodypack Transmitter
Sennheiser HD280 PRO Headphones
Sony A6300 Digital Cameras (2) with Memory cards, tripod, battery, microphone and boom arm
Interfit Strob light
On Camera Monitor 702 Lite Small HD
TASCAM DR-60 MK11 Digital Recorder