



Cordova Chamber of Commerce

Request for Proposal for Photographic Media

Scope of Work

The Photographer will provide the following professional photographs.

Photographs:

Successful submissions will be digital high-quality still images that align with the Chamber's "See Life"/"World's Richest Waters" overall brand, and have all of the following features:

- High-resolution (300 dpi)
- Not overly edited
- Beautiful Cordova landscape
- People
- Showcasing adventures and/or activities characteristic of Cordova

Model releases:

Images that feature people enjoying life and the outdoors in and around Cordova will be given a high priority by the image selection team. Within 30 days of being notified of image selection by the Chamber, the Photographer will provide a model release form for each image that features an identifiable person (referred to as "model" whether or not the person has been compensated for their appearance).

A sample model release form is provided in Appendix A of this document. If the Photographer has already obtained a model release that meets the needs of the Chamber for use of the image according to the full scope of the license, that release may be accepted. Please contact the Chamber to determine if an existing release will be appropriate, or if the model will need to sign the sample release provided by the Chamber.

All releases must be read and signed by each identifiable person (or legal guardian if the model is a minor). A description should be provided as to which model release is aligned with each image. Payment of licensing fees for photographs featuring identifiable people will be completed after appropriate model release is provided to the Chamber.

Schedule of Execution

October 8th, 2021: All Proposals Submitted

October 11th, 2021: Proposals selected and Photographer contacted by the Chamber

Terms

Pricing:

- \$100 will be paid per image chosen to be used for the Cordova Chamber of Commerce Advertising + Media Suite + Media Co-op.
- \$25 in Chamber credit (redeemable for memberships, sponsorships, or merchandise) will be paid per image chosen to be used for Chamber-only promotional efforts.

Licensing details:

Upon full payment by the Cordova Chamber of Commerce, Photographer will provide a permanent, non-exclusive license to the Chamber and its partners to use the selected images for promotion of the Chamber and the Cordova area in accordance with the Chamber's mission (see: <https://www.cordovachamber.com/about-cordova-ak/>). Photographer additionally licenses the Chamber and its partners to include the image and likenesses in a destination marketing business toolkit that will be provided to participating local business partners for promotion of their businesses and the Cordova area. The license allows for modification of the images and allows the images to be reproduced and distributed via any medium or method for the purposes described. Photographer retains copyright of all images. The Licensee, its partners, and users of the destination marketing business toolkit will seek additional license from Photographer for use of the images outside the scope of the provided license.

Evaluation of Responses and Proposal Acceptions: Images will be selected by the Chamber according to the best interest of the Cordova Destination Marketing Strategy. The selection team may choose any number of proposed images from any proposal, and the Chamber will notify photographers of their proposal acceptance promptly via email. The Cordova Chamber of Commerce may award one or more contracts and reserves the right to make additional awards to other compliant photographers at any time if such acceptions are deemed to be in the best interest of Cordova's Destination Strategy.

Apply

Applications will be received by filling out this form <https://forms.gle/dxNwmXjL8PaC4NyM9>

Background Information

In June 2021, the Cordova Chamber of Commerce (www.cordovachamber.com) was awarded a COVID-Safe Tourism Marketing grant from the State of Alaska. With this funding, the chamber created and launched new “See Life” and “World’s Richest Waters” international branding initiatives for Cordova and Prince William Sound. (www.facebook.com/visitcordova)

A new 15-year Destination Strategy was also created, along with a Business Toolkit designed to provide local and regional businesses with information and resources to adopt and leverage aspects of this successful marketing campaign for the betterment of their businesses.

The chamber is looking to add a Media Suite for its Business Toolkit and lay a foundation for a community Media Co-op. The chamber is requesting submissions of photography for the Media Suite and the Media Co-Op as well as for Chamber advertising and promotional purposes that meet the criteria listed above.

Media Suite and Media Co-Op will be a compilation of images offered to Chamber business partners to support efforts for one-voice targeted destination marketing. Learn more on [our website](#) and [watch a short video ad here](#).



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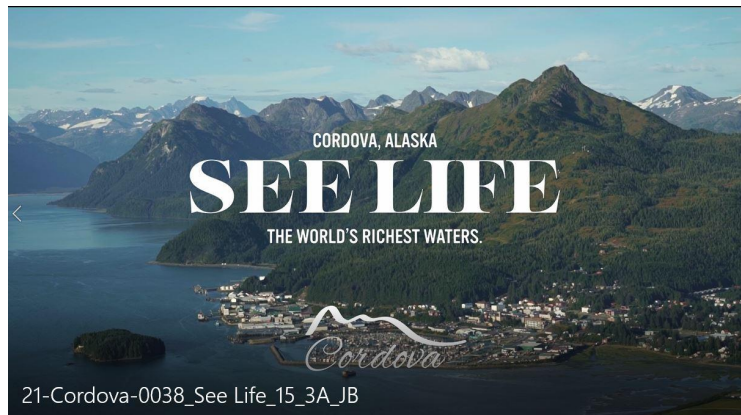
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Appendix A

Adult Model Release

Photographer: _____

Description of image(s): _____

_____ **Model initials:** _____

1. In consideration of my engagement as a model, upon the terms herewith stated, I hereby give to Photographer (see name written above) his/her heirs, legal representatives and assigns, those for whom Photographer is acting, and those acting with his/her the following unrestricted right, authority and permission: a. to copyright and use, re-use, publish, and republish the above-described image(s), without restriction as to changes or transformations in conjunction with my own or a fictitious name, or reproduction hereof in color or otherwise, made through any and all media now or hereafter known for illustration, art, promotion, advertising, trade, or any other purpose whatsoever, and b. to make use of any printed or electronic material in connection with the pictures and images described above through any and all media now or hereafter known for illustration, art, promotion, advertising, trade, or any other purpose whatsoever.
2. I hereby relinquish any right that I may have to examine or approve the completed product or products or the advertising copy or printed matter that may be used in conjunction with the image(s) described above or the use to which those pictures or images may be applied.
3. I hereby release, discharge, and agree to save harmless Photographer, his/her heirs, legal representatives or assigns, and all persons functioning under his/her permission or authority, or those for whom he/she is functioning, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication thereof, including without limitation any claims for libel or invasion of privacy.
4. I hereby affirm that I am over the age of 18 years and have the right to contract in my own name. I have read the above authorization, release, and agreement, prior to its execution, have received an adequate opportunity to seek legal or other advice before signing, and I fully understand the contents herein. This agreement shall be binding upon me and my heirs, legal representatives, and assigns.
5. Governing Law, Jurisdiction and Venue; No Waiver of Jury Trial: This Agreement will be governed by the laws of the State of Alaska.

Model Name (printed):

Photographer Name (printed):

Model Address:

Photographer Address:

Model Phone:

Photographer Phone:

Model Signature:

Photographer Signature:

Date

Date

Minor Model Release

Photographer: _____

Description of image(s): _____

Signer initials: _____

1. For good consideration, I hereby confer on Photographer (see name written above), the following absolute and irrevocable unrestricted right, authority, and permission with respect to the above-described photograph(s) that he/she has taken of my minor child or youth under 18 years of age for whom I am legally responsible, in which he/she may be included with others: a. to copyright the same in Photographer's name or any other name that he/she may select b. to use, re-use, publish and re-publish the same in whole or in part, separately or in conjunction with other photographs or videos, in any medium now or hereafter known, and for any purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising and trade; and c. to use my name or my child's name in connection therewith if he/she so decides.
2. I hereby release and discharge Photographer from all and any claims and demands ensuing from or in connection with the use of the photographs or videos, including any and all claims for libel and invasion of privacy.
3. This authorization and release shall insure to the benefit of the legal representatives, licensees, and assigns of Photographer as well as the person(s) for whom he/she took the photographs and/or videos.
4. I have read and fully understand the contents hereof. I represent that I am the [parent/guardian] of the below-named model. I hereby consent to the foregoing on his/her behalf.
5. Governing Law, Jurisdiction and Venue; No Waiver of Jury Trial: This Agreement will be governed by the laws of the State of Alaska.

Minor's Name (printed):

Photographer Name (printed):

Parent/Guardian's Name (printed):

Model Address:

Photographer Address:

Model Phone:

Photographer Phone:

Parent/Guardian's Signature:

Photographer Signature:

Date

Date