



RFP Response:

Best Week Ever 2018; Event Coverage Photography.

See appendix for links to view samples relevant to the issued RFP.

I. Who we are:

- A. UpState, LLC is a media services company located in the heart of downtown South Bend. Our mission is to present clients' images, videos or audio in the form that clients feel best represents the the clients' message.

II. The UpState Advantage:

- A. Our creative professionals pride themselves on being highly accessible and flexible during the capture and editing process.
- B. Our photo team dedicates themselves to exceeding your expectations on a each project they work on. Our clients have become accustomed to a very high quality photos that retain an artistic appeal with very low turnaround time.
1. "Everything was perfect! I appreciate you guys." - Richard Gunn, video client.
 2. "They have a professional and talented staff." - DTSB, photo client.
 3. "They are no-nonsense, get in and get it done type of people." - Photo Client

III. Price for requested services/deliverables and breakdown.

- A. Photo: \$2500 total.

1. Shooting and editing labor included.

- a) Includes;

- (1) This is a package deal and the price covers coverage, editing and guaranteed delivery within 45 days from the end of Best.Week.Ever of events listed in RFP from SBVPA:

- (a) Memorial Day Parade with 4 photographers, South Bend Cubs Game with 2 photographers, Best Street Fest Ever with 3 photographers, Rebel Art Festival with 3 photographers, West Side Wednesday with 3 photographers, Purple Porch Market Launch with 1 photographer, 90's night with 3 photographers, DTSB First Fridays with 4 photographers, River Lights Music Festival day 1 with 1 photographer, Sunburst Race with 2 photographers, Sunburst Race with 2 photographers, River Lights Music Festival day 2 with 1 photographer, Arts on the Race with 1 photographer, and Rum Village Adventure Day with 2 photographers.

- (2) Option to submit your event or brand's watermark to be applied to delivered photographs. (See appendix A, Example 1 for an example of this option implemented.)

IV. Guarantee

- A. We guarantee clients' satisfaction and dedicate all available resources to ensuring that clients are please with their choice to hire the UpState team.
- B. Our team is readily accessible and can be reached at all hours with a guarantee of response in one form of another to all questions within 24 hours.



**Appendix A:
Links To Examples Relevant to This Request**

Events Coverage Package Coverage: *(To view micro events, select them from the menus at the top of the catalogs.)*

1. <https://photos.upstatesb.com/ndideaweek2018/>
2. <https://photos.upstatesb.com/vpabestweekever/>

Single Events Coverage:

3. <https://photos.upstatesb.com/dtsbeggstravaganza2018/>
4. <https://photos.upstatesb.com/bestmeetingever/>
5. <https://photos.upstatesb.com/dtsbtentparty2018/>
6. <https://photos.upstatesb.com/sbvpabikeandhike/>
7. <https://photos.upstatesb.com/dtsbfireandice/>

More examples are available at <http://upstatesb.com/photo>.

Deliveries examples are available at <http://photos.upstatesb.com>