

Photographic Coverage Proposal/Response to Request for Presence: Best Week Ever 2019- Peter Ringenberg, Adam Raschka and their team.



See appendix for links to relevant examples.

I. Who are we?

A. We are a temporary partnership of South Bend based freelance photographers Peter Ringenberg and Adam Raschka formed to propose providing photo coverage for South Bend Venues Parks and Arts' Best Week Ever of 2019. We have experience providing exceptional photographic coverage for Best Week Ever in the past and would welcome the opportunity for 2019. Our team will directly address the coverage needs as communicated by South Bend Venues Parks and Arts' Marketing manager.

II. Why this team?

- A. This team has the specific experience necessary to know what is needed to provide the best possible photographic coverage for Best Week Ever in 2019. Many of the images each photographer has captured in past jobs for South Bend Venues Parks and Arts and also The City of South Bend are used often in general marketing efforts for South Bend Venues Parks and Arts as well as Best Week Ever 2019 specifically.
1. Peter Ringenberg has successfully covered hundreds of events in and for South Bend in the past including signature events for the city such as Best Week Ever 2017, Best Week Ever 2018, SB150, Idea Week 2018, Mayor Pete's 2020 campaign announcement as well as many others.
 2. Adam Raschka is a seasoned event, concert and lifestyle photographer with many recent successes photographing signature and non-signature events for South Bend Venues Parks and Arts and has had many experiences working on photographic projects for SBVPA's director of marketing, Matt Esau.
- B. The partnership possesses an advantageous combination of;
1. Previous success covering signature events (including covering both Best Week Ever's the city has had) for South Bend and
 2. A working relationship with many of the area's photographers.
- C. Peter and Adam have the unique advantage of knowing what precisely is needed for success at each specific point of coverage need and will be able to use their network to recruit, assemble and organize the best possible collection of photographers to cover Best Week Ever in 2019.

III. How would photographic coverage of Best Week Ever 2019 be handled?

- A. Peter and Adam's team will be responsible for guaranteeing the following photographic coverage and editing practices for Best Week Ever 2019;
1. Photographic coverage details;
 - a) 3 photographers on June 2nd of 2019 at Potawatomi Park beginning at 3pm and until 8pm.
 - b) 1 photographer on June 3rd of 2019 at Near Northwest Neighborhood, Inc beginning at 4:30pm and until 8:30
 - c) 2 photographers on June 4th of 2019 at Rum Village Nature Park beginning at 4pm and until 8pm.
 - d) 3 photographs on June 5th of 2019 on the West Side along Western Ave between Kayley and Dundee cross streets beginning at 4pm and until 9pm.
 - e) 1 Photographer on June 6th of 2019 at the Century Center beginning at 5pm and ending at 7pm.
 - f) 4 Photographers on June 7th of 2019 downtown in the areas along and surrounding S Michigan St. beginning at 5pm and ending at 10pm.
 - g) 1 Photographer on June 7th of 2019 in the parking lot of The Emporium Building beginning at 6pm and ending at 10pm.
 - h) 2 photographers on June 8th of 2019 at the location that will be determined for the event known as "Belly Burst" beginning at 11am and ending at 1pm.
 - i) 1 photographer at on June 8th of 2019 at Kamm Island beginning at 10:30am and ending at 4pm with a one hour coverage gap between 1 and 2pm.
 - j) 1 Photographer on June 8th of 2019 in the parking lot of The Emporium Building beginning at 4pm and ending at 11pm.
 2. Editing processes and delivery timelines.
 - a) All culled and edited edited images are guaranteed to be delivered digitally to SBVPA within 21 days of the end of Best Week Ever 2019. They will be organized by event and sorted by beginning time and date. Each catalogue will be retrievable in both web-optimized and print-optimized formats.
 - b) Additionally; there will be a select few images from every event delivered at an expedited editing timeline for the purposes of marketing to use for the purpose of next day highlights. Those images will have a guaranteed delivery to South Bend Venues Parks and Arts' marketing team by 2pm on the day after each event.
- B. Each delivered photo will be edited using a style guideline to be determined by the marketing director of South Bend Venues Parks and Arts.
- C. The city of South Bend will have **full ownership** and **total use** as the city sees fit for all needs that would benefit from photographs.

IV. How much would this service cost from our team?

- A. The total price for the aforementioned team to provide the services detailed in all above sections would total \$3,000 and would include;
1. The photographic coverages detailed in Section III, Subsection A, Line item 1, sub line items a) through j).

2. All editing in accordance with Section III, Subsection A, Line item 2, sub line items a) and b).
- B. The fee would be paid to the team through the following method;
 1. 50% of the total would act as a deposit and be due to a member of the team by May 20th to guarantee the team's presence to provide coverage for each need detailed in Section III, Subsection A, Line item 1, sub line items a) through j).
 2. The remaining 50% would be due to a member of the team by July 12th of 2019 unless;
 - a) The team fails to adhere to their responsibilities that would be determined by a contractual agreement.
 - b) The event is cancelled.
 - c) The team fails to render the services promised.

V. *Guarantee*

- A. The team would guarantee the satisfaction of the city based on the team's previous experience and the city's previous interactions with each of the photographers organizing this proposed team.
- B. Our team would guarantee that a team member is readily accessible in the time leading up to, the time during and the time immediately following the duration of Best Week Ever 2019 should any questions, concerns, ideas or any other need to communicate arise.



Please continue to the next page for a link to various relevant work.

Appendix of links to relevant work

- I. <https://bit.ly/2KEaHJ5> - Peter Ringenberg Best Week Ever 2017
- II. <https://bit.ly/2Gh07Ci> - Adam Raschka Events Highlights
- III. <https://bit.ly/2X9sp8L> - Peter Ringenberg Jaxson William Augustus Swank Foundation
- IV. <https://bit.ly/2GIAhyu> - Adam Raschka Concert Highlights
- V. <https://bit.ly/2DfykS7> - Peter Ringenberg Catalogue
- VI. <https://bit.ly/2IIFpES> - Adam Raschka Catalogue