

Request for Proposal Cover Page

Solicitation Issue Date: Tuesday, August 18, 2026			
Solicitation Closing Date: Monday, September 14, 2026		Solicitation Closing Time 2:00PM (EST)	
Issued By: Downtown Partnership of Baltimore			
Address: 20 S Charles St #6 th FL Baltimore, MD 21201 Telephone Number: 410-244-1030			
DPOB is a non-profit organization in Baltimore, MD founded in 1983 and exempt from all state, federal and local taxes.			
Responses must be received on or before Monday, September 14, 2026 , by 2:00 PM (EST).			
Electronic Responses: Please submit your Proposal to bidbidders@dpob.org referencing "Videography and Photography Services 2026" in the subject line.			
For questions/information, please email tboston@dpob.org referencing "Videography and Photography Services 2026" in the subject line. Questions/information must be emailed no later than Friday September 1, 2026 . All questions received by the Q&A closing date will be answered within Five (5) business days and will be made available to all respondents.			
Please limit your file size to less than 25mb and no more than 15 pages in total. Please note that all questions must be submitted in writing during the established Q&A period outlined in this RFP to ensure that all respondents have equal access to information.			
Questions sent to bidbidders@dpob.org or any other email address will not be answered as this email address is not monitored on a regular basis. Do not copy any other person, doing so may subject your proposal to disqualification.			
DPOB reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal deemed best for the organization, and/or request new proposals if necessary.			
Any objection to the above conditions must be clearly indicated in the proposals.			
In compliance with this RFP and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed by subsequent negotiation.			
VENDOR IDENTIFICATION			
Company Name:			
Address:			
Telephone:			
Email:			
Federal ID:			
Print Name	Title	Authorized Signature	Date

REQUEST FOR PROPOSALS

Photography and Videography Services

Downtown Partnership of Baltimore / Downtown Management Authority

1. About the Organization

The Downtown Partnership of Baltimore (DPOB) has been building a better Baltimore for over 40 years. We are the convener and connector for downtown's progress—bringing together residents, businesses, civic organizations, and government to make the urban core a place where people want to be.

DPOB operates as two entities working together for all of downtown's neighborhoods. The Downtown Partnership of Baltimore is a nonprofit organization responsible for marketing, events, economic development, advocacy, and community outreach across the broader downtown area. The Downtown Management Authority (DMA) is Baltimore's oldest and largest business improvement district, focused on delivering clean, safe, green, and hospitality services within the 106-block downtown core. Together, these two entities give DPOB a broader and more powerful set of tools to serve the full downtown community.

Our vision is for downtown Baltimore to be the economic and creative heart of the region—a dynamic city center where residents, businesses, and visitors thrive together. Our mission is to steward and promote a clean, safe, and thriving urban core, collaboratively enhancing the vitality of all of downtown's unique neighborhoods.

DPOB's work spans four strategic priorities: the physical and experiential transformation of downtown; financial sustainability and resource development; organizational effectiveness; and collaborative leadership. On the ground, this means running programs like the Clean Sweep Ambassadors, Downtown Baltimore Guides, and Park Stewards; supporting small business growth through the Downtown BOOST Program and grant initiatives; and producing major public events including the Charles Street Promenade, Courthouse Market, Baltimore Restaurant Week, and the annual State of Downtown Baltimore.

DPOB also leads on advocacy, alley improvements, capital investment, and issues that affect the broader downtown community.

DPOB is seeking creative partners with a passion for showcasing the people, places, programs, businesses, events, and partnerships that make Downtown Baltimore a vibrant destination.

2. Purpose

The Downtown Partnership of Baltimore is seeking proposals from qualified photographers, videographers, creative production companies, and visual storytellers to provide photography and videography services on an as-needed, project-based basis.

The selected creative partner(s) will support DPOB's marketing, communications, events, sponsorship, community engagement, and storytelling efforts by capturing compelling visual content that highlights Downtown Baltimore's programs, events, businesses, partners, people, and community impact.

DPOB is seeking creative professionals who can tell authentic stories, capture engaging moments, and produce high-quality visual content optimized for social media, websites, newsletters, presentations, promotional materials, media relations, sponsorship fulfillment, annual reports, and other organizational communications.

The ideal partner will demonstrate strong creative judgment, technical expertise, professionalism, flexibility, and the ability to work effectively in fast-paced public-facing environments.

3. Scope of Services

Proposals should describe the vendor's approach and capabilities across the following areas. DPOB does not prescribe a specific methodology and welcomes the firm's best thinking on how to achieve the objectives below.

Event Photography & Videography

Provide professional photo and video coverage for DPOB events, activations, programs, and public-facing initiatives, including but not limited to:

- Public events and festivals
- Community gatherings
- Ribbon cuttings and grand openings
- Partner and sponsor activations
- Outdoor markets and public-space programming
- Networking and business engagement events
- Press events and announcements
- Signature DPOB events
- Staff and organizational events
- Advocacy and community initiatives

Services may include:

- Capturing event highlights, attendee experiences, sponsor visibility, branding, and community engagement
- Documenting speakers, performers, vendors, partners, staff, and attendees
- Capturing candid, posed, environmental, and detail photography
- Documenting behind-the-scenes moments and event atmosphere
- Capturing vertical and horizontal video content
- Delivering edited photo galleries and video assets within agreed timelines
- Capturing content suitable for immediate or near-term social media use
- Providing same-day or next-day select images or video clips when requested and included in the project scope

Photography Services

Photography assignments may include:

- Event photography
- Portrait photography
- Executive and staff headshots
- Environmental portraits
- Business and storefront photography
- Neighborhood photography
- Architectural and streetscape photography
- Product and promotional photography
- Sponsor and partner photography
- Program documentation
- Lifestyle and experiential photography
- Construction and development documentation
- Before-and-after project photography

Photographers should demonstrate the ability to capture both planned and spontaneous moments while maintaining a consistent visual style appropriate for DPOB's brand.

Video Production & Storytelling

Support DPOB's larger storytelling and promotional needs through professional video production, including:

- Concept development
 - Creative direction
 - Video planning and production
 - Interviews and testimonials
 - Script development or script support
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- Interview preparation
- Professional filming
- Multi-camera production when appropriate
- Professional audio capture
- Lighting
- B-roll and establishing footage
- Editing and post-production
- Color correction and audio mixing
- Captioning and accessibility
- Music licensing recommendations and coordination
- Motion graphics and titles when applicable

Potential projects may include:

- Campaign videos
- Event recap video
- Program highlights
- Sponsor videos
- Community impact stories
- Business profiles
- Executive interviews
- Testimonials
- Annual reports
- Promotional videos
- Social media campaigns
- Recruitment and organizational videos
- Public-service or informational videos

Social Media Content Creation

Create engaging visual content optimized for digital platforms, including:

- Instagram Reels
- Facebook
- LinkedIn
- YouTube
- Website and digital campaigns

Content may include:

- Short-form vertical video
 - Event highlight clips
 - Same-day social content
 - Behind-the-scenes footage
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- Interview-style videos
- Promotional videos
- Social media teasers
- Photo carousels
- Animated or edited video clips
- Short-form storytelling

Vendors should demonstrate an understanding of current social media trends, platform specifications, accessibility standards, and best practices for creating content that increases awareness and engagement.

Storytelling & Program Documentation

Support DPOB's mission by documenting the people, places, programs, businesses, and initiatives that contribute to Downtown Baltimore's success.

Content may include:

- Community profiles
- Business spotlights
- Partner stories
- Sponsor stories
- Program impact stories
- Employee and ambassador features
- Neighborhood storytelling
- Small business features
- Before-and-after project documentation
- Community impact documentation

The selected vendor should demonstrate the ability to capture authentic, human-centered stories that connect audiences to DPOB's work and Downtown Baltimore.

Drone Photography & Videography

When applicable and legally permitted, provide aerial photography and videography services to showcase:

- Downtown Baltimore landmarks
 - Public events
 - Streetscape improvements
 - Construction and development projects
 - Public-space activations
 - Neighborhoods and destinations
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- Community experiences

Vendors providing drone services must maintain all required licenses, certifications, registrations, insurance, and authorizations necessary for drone operations and must comply with all applicable federal, state, and local requirements.

Creative Collaboration

The selected vendor will:

- Collaborate with DPOB's Marketing & Communications team
- Participate in creative planning conversations as needed
- Provide recommendations on visual storytelling approaches and content strategy
- Work within established brand guidelines
- Meet agreed-upon deadlines and deliverables
- Maintain professionalism while representing DPOB at public-facing events
- Coordinate with DPOB staff, event teams, sponsors, partners, venues, and other vendors as needed
- Communicate promptly regarding project status, scheduling, production needs, and potential challenges
- Maintain appropriate file organization and delivery practices

Availability & Rapid-Response Support

- The selected creative partner should maintain a high level of responsiveness and flexibility to support DPOB's evolving marketing, communications, events, and organizational needs.
 - While projects will generally be planned in advance, DPOB may occasionally require photography or videography support on an accelerated timeline, including assignments made approximately **24–48 hours before a required deadline or event**.
 - The selected partner should be prepared to accommodate reasonable short-notice requests when availability permits and communicate promptly regarding capacity, scheduling, staffing, equipment needs, timeline, and feasibility.
 - DPOB may contact the selected partner directly by phone, email, or another agreed-upon communication method when time-sensitive creative needs arise.
 - Vendors should identify their standard response time, typical turnaround times, availability for urgent assignments, and any applicable rush or expedited fees in their proposal.
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4. Proposal Requirements

Interested photographers, videographers, creative production companies, or studios should submit a proposal including:

- Overview of the photographer, videographer, agency, studio, or production company, including years in business, location, and core service offerings
- Description of relevant experience and areas of expertise
- Portfolio showcasing photography, videography, event coverage, storytelling, social media content, and/or community-focused work
- Examples of work completed for nonprofits, civic organizations, municipalities, events, businesses, tourism organizations, or community organizations
- Description of creative approach, storytelling process, and project management approach
- Available equipment and production capabilities
- Experience with drone photography/videography, if applicable
- Bios or profiles of individuals who would support DPOB projects
- Availability and estimated turnaround times
- Standard response time for project requests
- Availability for assignments initiated approximately 24–48 hours in advance
- Proposed staffing model for events requiring multiple photographers, videographers, or production personnel
- Proposed pricing structure, including:
 - Event photography rates
 - Event videography rates
 - Half-day and full-day rates, if applicable
 - Hourly rates, if applicable
 - Editing and post-production costs
 - Same-day or expedited delivery rates
 - Drone services, if applicable
 - Interview/video production rates
 - Project-based packages
 - Additional photographer/videographer rates
 - Travel, equipment, or other applicable fees
- Description of standard deliverables and file formats
- Description of proposed usage/licensing terms
- At least two professional references

5. Evaluation Criteria

Proposals will be evaluated based on:

- Quality, creativity, and versatility of portfolio
- Relevant experience capturing events, public spaces, businesses, people, and community stories
- Ability to produce engaging digital and social media content
- Understanding of DPOB's mission, audiences, and Downtown Baltimore
- Technical capabilities and production quality
- Visual storytelling and creative approach
- Responsiveness, availability, flexibility, and ability to accommodate standard and time-sensitive deadlines
- Project management and communication approach
- Professionalism and experience working in public-facing environment
- Pricing structure, transparency, and overall value
- Overall fit with DPOB's marketing, communications, event, and organizational needs

6. Contract Terms

The selected vendor(s) will be engaged on an **as-needed, project-based basis**. DPOB will request photography and videography services as projects, campaigns, events, and organizational needs arise.

- Each project assignment will be confirmed through a written scope of work, including deliverables, timeline, usage requirements, and associated fees prior to beginning work.
- There is no guarantee of a minimum number of projects, hours, events, or compensation during the contract term.
- The initial contract term will be one (1) year, with the option to renew upon mutual agreement.
- Work will be assigned based on DPOB's needs, available budget, project fit, and vendor availability.
- All final approved work products created under this engagement become the property of Downtown Partnership of Baltimore, subject to any third-party licensing restrictions disclosed and approved in advance.
- Vendor must maintain confidentiality of non-public organizational information.
- Additional services outside the agreed scope of a project require prior approval and may require a revised estimate or separate agreement.
- Vendor is responsible for maintaining all equipment, licenses, insurance, permits, certifications, and other requirements necessary to perform the services proposed.

6.1 Service Levels & Turnaround Expectations

Because DPOB supports time-sensitive campaigns, events, programs, and public-facing communications, the selected vendor is expected to provide responsive and reliable creative support throughout the contract term.

Unless otherwise agreed upon in a project scope:

- **Standard photography projects:** Edited photo galleries should generally be delivered within **2–4 business days** following an assignment or event.
- **Standard video projects:** Final edited video deliverables should generally be provided within **5–8 business days**, depending on project complexity, unless another timeline is agreed upon in the project scope.
- **Social media content:** Select photos or short-form video clips may be requested for delivery within **24–48 hours** when identified as part of the project scope.
- **Time-sensitive projects:** Projects identified as urgent may require photography, video, or edited content within **24–48 hours**, subject to vendor availability and project complexity.
- **Major or complex projects:** Projects involving multiple filming locations, interviews, extensive editing, motion graphics, multiple deliverables, or significant post-production will be assigned mutually agreed-upon timelines.
- **Communication:** The vendor should acknowledge project requests within **one business day** and promptly communicate any scheduling, capacity, staffing, equipment, or production concerns.
- **Urgent assignments:** DPOB may contact the vendor by phone, email, or other agreed-upon communication method for time-sensitive needs. Vendors should identify their availability for urgent requests and any applicable expedited or rush fees in their proposal.
- **Event coverage:** Vendors should identify their standard lead time for booking event coverage and their ability to accommodate events or assignments confirmed within 24–48 hours.
- **Revisions:** Each project scope will identify the anticipated number of revision rounds for video or other edited deliverables. Additional revisions or changes outside the approved scope may require additional fees.
- Vendor is responsible for obtaining appropriate releases or permissions when required for the proposed work, unless otherwise agreed upon in the project scope.
- Any third-party costs, including music, stock footage, stock photography, special equipment, travel, talent, or licensing, must be disclosed and approved in advance.

6.2 Establishment of Vendor Pool & Work Distribution

- **Establishment of Pool:** This Request for Proposals (RFP) is intended to establish a qualified pool of pre-vetted graphic design firms and professionals. Admission into this pool indicates successful vetting but does not represent an exclusive contract or a promise of employment.
 - **Discretionary Utilization:** DPOB reserves the right to select and utilize any firm within the established pool at its sole discretion, pleasure, and convenience.
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- No Sequence or Order: There is no predetermined order, rotation, or numerical sequence dictating how or when firms will be selected for assignments.
- Project Matching: Work will be distributed on a case-by-case basis depending entirely on project fit, creative alignment, budget availability, and vendor capacity at the time of the request. DPOB retains the absolute right to award projects to any pool member or to source services outside the pool if necessary.

7. Proposed Pricing & Compensation

Proposals should provide a transparent pricing structure that may include hourly rates, half-day or full-day rates, project-based fees, package rates, retainer options, and expedited/rush rates.

Vendors should identify applicable rates for:

- Photography
- Videography
- Creative direction
- Pre-production
- Event coverage
- Editing and post-production
- Same-day or expedited delivery
- Additional photographers or videographers
- Drone services
- Interviews and testimonials
- Motion graphics
- Audio production
- Travel
- Equipment
- Other production-related services

For project-based pricing, vendors are encouraged to provide estimated fees for commonly requested deliverables, such as:

- Event photography packages
 - Event videography packages
 - Photo + video event packages
 - Social media content packages
 - Event recap videos
 - Short-form vertical video packages
 - Business or community profile videos
 - Interview/testimonial videos
 - Headshot sessions
 - Campaign photography/video packages
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Any rush or expedited fees associated with assignments requiring a **24–48 hour turnaround** should be clearly identified in the proposal.

Vendors should clearly identify what is included in each pricing structure, including shooting time, equipment, editing, revisions, number of final assets, file delivery, usage rights, and other applicable services.

8. Submission Instructions

Proposals must be submitted by September 14, 2026 to bidfers@dpob.org with “Videography and Photography Services 2026” and in the subject line. Late submissions will not be considered. DPOB reserves the right to request follow-up presentations, negotiate with one or more firms, or decline any or all proposals received.

Questions regarding this RFP may be directed to tboston@dpob.org with “Videography and Photography Services 2026” in the subject line no later than September 1, 2026. Responses to questions of general interest will be shared with all who have expressed interest.
