



Request for Proposals

Roster of Content Developers - Photography and Videography

For RTO7 Partnership Program and Destination (BruceGreySimcoe) Content Needs

RFP Issued	October 13, 2026
Questions Due	October 23, 2026
Proposal Deadline	November 6, 2026
Anticipated Award	November 30, 2026
Roster Term	April 1, 2027 to March 31, 2028, with the option, at RTO7's discretion and subject to satisfactory performance, continued program need and mutually agreed pricing, to extend the roster for up to four additional one-year terms.

1. Background and Purpose

Regional Tourism Organization 7 (RTO7) is seeking proposals from qualified content developers to establish a roster of approximately three to six suppliers providing tourism-focused photography, videography, or both. The roster will support RTO7's Partnership Program, through which tourism partners collaborate with RTO7 on projects aligned with its business plan and tourism objectives. The program provides matching funding, with the partner and RTO7 each contributing 50% of eligible project costs, subject to applicable program requirements and funding availability.

The roster will also support RTO7's own destination and campaign content requirements.

The objective is not to select one supplier or one creative style. RTO7 wants a manageable roster that gives partners and RTO7 access to different creative strengths, approaches, service packages and price points, while maintaining enough consistency in process, rights, file delivery, metadata and service expectations to administer projects efficiently. RTO7 is particularly interested in suppliers with strong communication, thoughtful pre-production planning and practical creative recommendations who can translate intended uses into an effective content plan.

2. Objectives of the Roster

- Provide partners and RTO7 with a choice of qualified suppliers suited to different project objectives, audiences, content styles and budgets.
- Create useful, authentic tourism content that can work across multiple applications rather than producing a single asset for a single use.
- Improve upfront planning so each shoot deliberately captures the mix of orientations, compositions, lengths and asset types required as needed (be it for websites, paid/organic social media, digital advertising, print and other agreed uses).
- Provide clear, comparable packages and pricing while allowing enough flexibility for suppliers to differentiate their creative offering.
- Establish consistent minimum standards for communication, scheduling, releases, licensing, safety, file delivery, metadata and turnaround times.

- Build a roster with a breadth and diversity of capabilities, including different visual styles, geographic familiarity, subject-matter strengths and production approaches.

3. Anticipated Roster Structure

RTO7 anticipates appointing approximately 3-6 suppliers. Proponents may apply in one or both service categories:

- Photography
- Videography / motion content
- Combined photography and videography

Appointment to the roster does not guarantee a minimum volume or value of work. Individual projects will be assigned or selected based on project fit, partner preference, availability, geography, budget, creative approach and other relevant project requirements. Selection of best fit supplier for Partnership Projects will be a collaboration between the partner and RTO7.

4. Scope of Services

Projects may involve tourism operators, municipalities, destination organizations, associations and other tourism stakeholders throughout Bruce, Grey and Simcoe counties. Content may include outdoor recreation, culinary, accommodations, attractions, arts and culture, events, wellness, communities, seasonal experiences and other destination assets.

4.1 Planning and Creative Consultation

- Participate in a project kick-off/pre-production meeting with the partner.
- Review the project objective, target audience, intended channels and timing before recommending the shoot approach.
- Provide useful creative and logistical advice, including timing, light/weather, locations, talent/models, sequencing, styling/props, safety considerations and realistic scope for the available budget.
- Develop the final shot/content list and production plan in collaboration with the partner, identifying intended applications, priority subjects, orientations, locations and timing, and advising on required access, models and permissions. Partners will be responsible for securing locations and access, recruiting and coordinating models, and arranging required permissions, with supplier guidance. The plan will serve as a working guide for all parties and may be adjusted as circumstances require.
- All project communications with the supplier, RTO7 and the Partner will use Basecamp.
- RTO7 works with a diverse range of partners with varying levels of experience, capacity and familiarity with creative production. Some are highly experienced and responsive, while others may be undertaking photography or video development for the first time and require significant guidance and follow-up throughout the process. While RTO7 establishes clear expectations for partner participation and responsiveness, proponents should anticipate varying levels of support and follow-up and account for this in their approach to planning, communication and project management.
- Flag foreseeable issues early and communicate promptly if schedule, weather, access, talent or other factors may affect delivery.

4.2 Production

- Capture authentic imagery that conveys the experience and appeal of visiting BruceGreySimcoe. Content may feature recreation, festivals and events, culinary experiences, wellness, shopping, accommodations, attractions and seasonal experiences. Use a mix of contextual imagery and personal moments that show the destination and natural human interaction. Where relevant to the brief, show experiences that encourage overnight stays, connect multiple activities

or communities, and support shoulder-season visitation. The shoot should reflect varied ages, backgrounds and abilities appropriately to the experience and intended audience.

- Depending on the nature and complexity of the shoot, RTO7 may require the project partner to provide an on-site representative to support production. This may include coordinating access and participants, assisting with model releases, identifying priority shots or locations, and providing timely input on partner-specific needs while the shoot is underway. The need for on-site partner support should be identified during pre-production planning and agreed upon in advance.
- Where the brief requires it, capture both operator-specific/branded content and more generic destination content without prominent commercial identifiers.
- Where relevant to the experience and marketing objective, reflect responsible visitation, accessibility and community context naturally within the content.
- Comply with applicable safety requirements, site rules and federal, provincial and municipal regulations, including any requirements applicable to drone operation.

4.3 Post-Production and Delivery

- Edit, colour-correct and prepare final assets to a professional standard consistent with the approved brief and supplier's proposed style.
- Include calls to action and BruceGreySimcoe, Ontario and partner logos in finished promotional videos. These requirements do not apply automatically to photos, reusable footage or individual social clips.
- Include two consolidated rounds of revisions for edited video deliverables. Each round comprises one coordinated set of comments from RTO7 and the partner. Disclose rates for additional revisions or changes.
- Corrections of supplier errors (e.g. typos) are not chargeable revision rounds.
- Deliver assets in agreed formats and aspect ratios suitable for the intended applications.
- Organize and upload final approved and labeled assets, including required file versions and associated metadata where applicable, to designated storage platforms for both RTO7 (currently CrowdRiff) and the project partner (e.g., Dropbox or other identified platform).
- Ensure partner has completed digital model (and operator, where required) releases/permissions.
- Identify whether expedited delivery of a small number of priority edited images can be accommodated, where required, and any associated cost or limitations.
- Meet the specified delivery timeline and advise RTO7 immediately if a delay is anticipated.

5. Minimum Content and Technical Standards

The following are intended as common minimum standards. Proponents may recommend additional or alternative deliverables where they provide better value or reflect current best practice. Specifications may be updated over the term of the agreement to reflect evolving advertising platforms, formats, technical requirements and industry best practices.

5.1 Photography

- High-resolution, professionally edited JPG images suitable for print and digital use, including web-optimized versions. TIFF or other high-resolution production files to be provided where required by the project brief.
- Capture and compose images with sufficient resolution and flexibility to support cropping for multiple applications, including horizontal, square and vertical formats. Common formats include 16:9, 1:1, 4:5 and 9:16, as well as wider banner applications where identified in the project brief.
- Where identified in the brief, compose selected images for website/banner use with appropriate negative/copy space and flexibility for responsive cropping.
- For RFP evaluation purposes, provide a typical range of number of edited images that could be expected from each proposed package, recognizing that actual quantities will vary depending on the nature and scope of individual shoots.

5.2 Video

- Capture video at 4K where practical to support professional destination marketing and future reuse. Final edited video should be delivered at a minimum of 1080p in MP4 or MOV format using H.264 or an equivalent industry-standard codec.
- Ability to provide vertical (9:16) and widescreen (16:9) outputs, with other formats where required by the brief.
- Packages should distinguish between polished/edited videos and reusable content assets such as short social-ready clips, B-roll and drone footage.
- Where voiceover or dialogue is included, provide captions/subtitle files or burned-in caption versions as agreed.
- For packages that include B-roll, clearly state the additional cost (including transfer/storage costs) to deliver the reusable footage files in the agreed resolution and format.

5.3 File Management and Metadata

- Digital delivery to locations specified by RTO7 and the partner (e.g., shared drive, Dropbox, digital asset management system).
- Files categorized and/or tagged at minimum by project/partner, municipality, activity/experience, location, date and season, with additional metadata as requested.
- Clear naming convention that allows assets to be cross-referenced.
- Final files and required releases must be delivered before a project is considered complete.

6. Standardized Service Packages and Pricing

RTO7 is exploring a small number of standard service packages to make services easier for partners to understand and select. To inform this approach, in the chart below, proponents are asked to provide:

- their standard rates
- pricing for the services and deliverables listed (or alternatives)
- and fixed total prices for the common reference projects.

For photography, provide half-day and full-day standard package prices, specifying the average number of edited images and all services included.

For videography, provide full-day standard production/shoot and post-production/editing rates, together with pricing for the listed deliverables. Clearly identify whether each deliverable price includes shooting, editing or both, and whether it is a complete package price or an additional charge.

Price ranges may be provided for standard offerings where scope affects cost; explain the assumptions underlying the range. Fixed total prices are required for the common reference projects. Alternative packages may be proposed in addition to these reference quotes.

Where a service is not offered, please indicate N/A. Clearly state whether package prices include shooting and editing. Identify any additional charges separately. Please use the notes section to clearly identify any assumptions.

In costing, please consider:

- planning/pre-production/creative direction
- potentially inexperienced partners
- potentially multiple locations or activities (note partners will do direct planning/liasing with shoot locations in advance)
- shoot time (hrs, crew size, equipment, etc.)
- post-production (inclusions, anticipated length/quality of final assets; # revision rounds, etc.)
- delivery of (organized/labeled) assets via upload (# range of edited images/videos, delivery formats, aspect ratios, social clips, B-roll, drone, audio/captions, etc.)

- usage/licensing
- capacity to source models if required – note most partners take on responsibility for sourcing their own ‘models’ and are responsible for any related expenses

Common reference projects for price comparison

- A. Photography: one eight-hour shoot at two locations in proximity to one another for one partner, 60 edited images, five priority images within five business days; the remainder within 4 weeks, high-resolution and web versions, and a mix of horizontal and vertical compositions. Include planning, upload and tagging (e.g. location, keywords, etc.). Assume the locations are within 50 km of the supplier’s stated base; show any travel charge separately.
- B. Videography: one eight-hour shoot at two locations in proximity to one another for one partner, one 60-second promotional video in 16:9 and 9:16, two 15-second vertical cutdowns. Include planning, licensed music for the stated uses, two rounds of consolidated feedback, upload and tagging; delivery of draft within 8 weeks and final within 10 weeks. Assume partner-provided models, no drone or voiceover, and locations within 50 km of the supplier’s stated base. Show travel separately and identify the editing days included. Provide separate optional pricing for both delivery of ten colour-corrected reusable clips of 5–10 seconds each, and for at least five minutes of selected reusable B-roll. State any transfer or storage costs.

Service	Total Price or Price Range (excluding HST)	Applicable HST	Total including HST	Inclusions/Assumptions/Notes
STANDARD RATES				
PHOTOGRAPHY				
Half-day (4hr, if offered)				
Full-day (8hr)				
VIDEOGRAPHY				
Full-day (8hr) production/shoot rate				Inclusive of standard pre-production planning and partner coordination, equipment, usage/licensing, file prep and delivery Please note any costs that would not normally be included in this rate If drone service is available and is not included in this rate, please provide a separate rate for this

Service	Total Price or Price Range (excluding HST)	Applicable HST	Total including HST	Inclusions/Assumptions/Notes
Full-day (8hr) post-production/editing rate				Inclusive of standard editing, colour correction/grading, audio, licensed music where applicable, revisions and prep/export of final files. Please identify the #/extent of revisions included and any costs that would be charged separately
SPECIFIC (OR ALTERNATIVE) DELIVERABLES				
Completed promotional video <i>(For example, 1 × 60 sec. primary marketing video + 2 × 15 sec. cutdowns)</i> Proponents may propose alternative deliverables and should clearly identify what is included in their package and pricing.				For each deliverable below, please clearly identify what is included in each cost and any assumptions regarding length, number of outputs or level of editing.
Social first short-form video/reel <i>(Standalone vertical video created specifically for organic/paid social use)</i>				
Social-ready clips <i>(For example, 10-20 individual MP4 video clips of 5-10 secs ea. as building blocks that can be turned into Reels, TikToks, Shorts, ads, etc.)</i> <i>(Short, edited/colour-corrected individual clips formatted for social media that can be used independently or easily combined into partner-created content with added text, music, logos, etc.)</i>				

Service	Total Price or Price Range (excluding HST)	Applicable HST	Total including HST	Inclusions/Assumptions/Notes
B-roll footage <i>(High-quality footage intended primarily for future professional editing and content development – indicate volume/length of footage)</i>				
Additional shoot day				
Additional editing day				
Priority or rush video delivery				
Overtime and additional revisions				
Cancellation and rescheduling fees				
Travel rate <i>Please indicate home base from which travel throughout the region is calculated</i>				
COMMON REFERENCE PROJECTS FOR COMPARISON PURPOSES				
Common Reference Project A - Photography total				
Common Reference Project B - Videography total				

Quoted rates must remain valid through March 31, 2028. Any renewal rates must be proposed and agreed in writing before an extension is exercised. Identify any applicable additional costs e.g. overtime, travel time, mileage, accommodation, models, additional revisions, rush delivery and other optional charges separately.

RTO7 will finalize total package costs, including applicable HST, before Partnership Program applications open. RTO7 may establish maximum eligible Partnership Program amounts after reviewing market responses.

7. Communication, Scheduling and Turnaround

- Primary project contact must respond to routine project communications within 2 business days.
- Photography: deliver five priority edited images within five business days of the shoot, unless an alternative quantity or schedule is agreed in the project brief. Deliver the full approved collection within four weeks. Include priority delivery in the quoted photography package unless it is not offered, in which case please indicate N/A.
- Video: deliver the first edit within eight weeks of the shoot and final assets within ten weeks, subject to timely consolidated feedback. Campaign or event projects may require faster delivery, to be agreed before booking. Quote any rush delivery option separately.

- RTO7 and the partner will normally provide consolidated review comments within five business days. Supplier schedules may be adjusted by the documented duration of delayed feedback. RTO7 will coordinate final approval, incorporating partner input; suppliers must flag conflicting instructions before proceeding.
- Supplier must maintain a simple project status/scheduling record in the collaboration platform specified by RTO7 and communicate proactively about project changes, upcoming milestones or delays.
- Proponents must describe their cancellation, rescheduling and backup-date policies, including applicable charges, notice periods and treatment of weather-related changes/changes beyond the partners' control. Proposed terms will be evaluated for suitability and affordability and are subject to agreement with RTO7 before appointment.
- Supplier-caused rescheduling must not attract a rescheduling fee to RTO7 or the partner. Approved charges will be invoiced to RTO7; suppliers must not collect fees directly from partners or withhold approved assets over a separate partner payment dispute.

8. Licensing, Releases and Permissions

- The supplier retains copyright in all assets captured or created for the project, subject to the following usage rights and restrictions. RTO7 and the participating partner shall receive perpetual, worldwide, royalty-free rights to use, reproduce, edit and adapt delivered assets for tourism and destination marketing, including paid and organic advertising, social media, websites and print.
- RTO7 and the partner may request reusable B-roll and clips captured during the project, with any preparation, transfer or storage costs disclosed in advance; supplied footage shall carry the same usage rights.
- For one year from final project delivery, the supplier shall not reuse, sell or license project photographs, B-roll, clips or other reusable assets to third parties, whether or not RTO7 or the partner has requested or received those assets. After that year, the supplier may reuse or license these assets for tourism promotion, provided that identifiable partner businesses, branding, products or experiences are not used to advertise a competing business or presented as belonging to another business. Location-specific imagery used to promote another destination must disclose its actual location and must not imply that it depicts that destination. RTO7's and the partner's perpetual usage rights remain unaffected.
- Throughout this period and afterward, the supplier may use completed videos, photographs and other project assets for its own portfolio, website, social media and self-promotion without prior approval, subject to applicable participant consents, location permissions, etc.
- RTO7 and partner rights must permit authorized agencies and contractors to work with the assets on behalf of RTO7 and the partner. Disclose any exceptions clearly for evaluation; undisclosed limitations are not acceptable.
- The rights must also permit RTO7 to share assets with the Ministry of Tourism, Culture and Gaming, Destination Ontario and other tourism marketing organizations identified and authorized in the project brief, for the same promotional purposes.
- All music, fonts and other third-party materials must be properly licensed for the intended uses, with any restrictions disclosed in advance.
- AI use should be limited to standard editing functions. Generic stock assets and generative AI must not be used; all deliverables must authentically represent the locations and experiences captured.
- The partner is responsible for arranging site access and sourcing models unless the approved brief assigns those tasks to the supplier. The partner is also responsible for collecting and delivering completed model releases and necessary operator/location permissions.
- Where appropriate, suppliers are encouraged to share behind-the-scenes content from RTO7/partner shoots on their own social channels, helping to extend the reach of the project and showcase RTO7's Partnership Program to other potential partners.

9. Proponent Qualifications

- Demonstrated professional experience in photography, videography or both, including tourism, hospitality, outdoor recreation, or destination content.

- Portfolio demonstrating the specific style(s) and capabilities proposed for the roster.
- Ability and willingness to travel throughout Bruce, Grey and Simcoe counties.
- As an ambassador for the region, RTO7 and the partner, strong client-facing communication and ability to work effectively with businesses, municipalities, organizations, models and members of the public.
- Appropriate equipment, software, insurance and, where applicable, drone certification/permissions.
- Capacity to manage multiple projects during peak seasonal periods (particularly summer) and meet agreed timelines.

10. Proposal Requirements

- Company/profile (including home/base location) and primary contact information.
- Service category/categories: photography, videography, or both.
- Brief description of creative approach and the types of projects/subjects in which the proponent is strongest.
- Portfolio links with 5-10 examples that represent your style and the RFP requirements; identify the proponent's role in each example.
- Description of planning and pre-production, including how the supplier manages scheduling, partner follow-up, shot planning, uploads and tagging. State what input and staff time are required from RTO7 and the partner, and how inexperienced partners are supported within the quoted price.
- Completed pricing/package information using RTO7's pricing template, including all assumptions and optional/add-on rates.
- Typical availability, scheduling lead time and ability to meet delivery timelines.
- Approach to file delivery, metadata, archiving and releases.
- Confirmation of ability to meet licensing/usage terms.
- Two or three relevant client references.
- Confirmation of commercial general liability insurance and relevant credentials. State current coverage and any exclusions, including drone activities where offered. RTO7 will confirm project-specific coverage and certificate requirements before contracting; suppliers must not undertake activities outside their coverage.
- Any proposed exceptions, limitations or deviations from the RFP requirements must be clearly identified and explained.

11. Evaluation

Photography and videography submissions will be assessed separately against the applicable requirements and the published weights. Photography-only applicants will not be penalized for not offering video. Combined suppliers may be appointed in one or both categories. First, RTO7 will assess completeness, disclosed exceptions and ability to meet essential service, delivery and licensing requirements. Eligible proposals will then be scored on a 0–5 scale for each criterion and converted to weighted scores. A score of 0 indicates no supporting evidence; 3 indicates adequate evidence meeting the requirement; 5 indicates strong, relevant evidence demonstrating superior value or capability.

RTO7 will select the roster from eligible, scored proposals, considering both scores and the disclosed need for complementary styles, specialties, geographic coverage, capacity and price points. Appointment will not necessarily follow overall score order. RTO7 will document the reasons for the final mix and may select fewer or more than three to six suppliers where justified. Contribution to roster breadth will be assessed from each proposal's demonstrated strengths; final appointments will also consider duplication and gaps across the proposed roster.

Criterion	Weight
Relevant experience and portfolio quality	20%
Planning, communication and client service approach	20%
Understanding of multi-use content / proposed deliverables	10%
Pricing and overall value	20%
Capacity, turnaround and reliability	15%
Contribution to roster diversity (style, specialization, geography, package/cost options)	15%

RTO7 reserves the right to seek clarification, interview proponents, request examples or references, negotiate package details, select fewer or more suppliers than anticipated, and decline any or all proposals.

Selected proponents will participate in one package-finalization meeting of up to two hours in early December and submit one revised package/pricing summary at no additional cost. Any further package-development work beyond this meeting and revised summary must be agreed separately. Finalization will clarify the accepted proposal, not authorize unapproved scope or cost changes.

12. How the Roster Will Operate

- RTO7 will maintain a partner-facing summary of roster suppliers showing service category, creative strengths/style, typical package(s), pricing, and sample work.
- For each project, RTO7 and the partner will confirm supplier selection based on fit, availability and approved pricing. RTO7 will issue written project authorization defining the scope, budget, deliverables, responsibilities, approval contact and schedule before work begins. RTO7's direct projects will use the same authorization process.
- No material change to scope, cost or deliverables may be made without prior approval from RTO7 and the partner.
- Each project will use a common RTO7 project brief/checklist covering objectives, audience, end uses, required orientations/formats, shot/content priorities, releases, schedule and delivery requirements.
- RTO7 may also engage roster suppliers directly for its own content needs using the same quoted rates, depending on project scope.
- RTO7 reserves the right to refresh or supplement the roster during the term or any extension period, where additional capacity, geographic coverage, expertise or services are required, in accordance with RTO7's procurement requirements.
- Continued participation on the roster will depend on performance, including communication, quality, adherence to budget, delivery timelines and partner/RTO7 feedback.

13. General Terms

- Appointment to the roster is non-exclusive and does not guarantee work.
- RTO7 may add, remove or replace roster suppliers and may obtain content through other suppliers, platforms or content creation arrangements to meet RTO7 or Partnership Program needs, subject to applicable procurement requirements.
- Suppliers are independent contractors and are responsible for their own personnel, equipment, insurance, taxes and statutory obligations.
- Invoices will be submitted per project in accordance with the applicable project authorization and RTO7 payment procedures.
- Suppliers will be paid directly by RTO7 under an approved project authorization. Invoices must identify the project and approved charges. RTO7 processes payments monthly; the service agreement will specify payment timing and any approved deposit or milestone payments.

- This RFP does not obligate RTO7 to award a contract or to reimburse any costs incurred in the preparation of a submission.
- Respondents should disclose any actual or potential conflicts of interest that could affect their ability to provide the services.
- The successful respondent(s) will enter into a mutually acceptable service agreement with RTO7 outlining the scope of services, fees, term, confidentiality, termination provisions and other standard contractual terms, and will implement appropriate safeguards to protect RTO7 information and confidentiality.

14. Submission Instructions

Submit proposals electronically to info@rto7.ca by 5:00 p.m. EST on November 6, 2026. Use the subject line “RFP Content Developer Roster [Company Name]”. Submit questions to info@rto7.ca, attention Alex Hogan, by 5:00 p.m. EST on October 23, 2026. RTO7 will distribute responses to material questions and any amendments through the same channel used to publish the RFP by October 30, 2026. Proponents are responsible for reviewing issued amendments. Late proposals will not be considered unless RTO7 formally extends the deadline for all proponents.

Submit your proposal as a PDF, together with the completed RTO7 pricing template in Word or PDF format. Address the proposal requirements in Section 10 in the order listed and include portfolio links within your proposal. Enter N/A for services you do not offer.