



***Photography and Videography
Services for Branding Campaign***

**Issued by: Friends of Southwest Virginia
Submissions due July 18, 2025, at 12:00 p.m. (ET)**

Photographer and/or Videographer Services for Branding Campaign

1. Introduction

Friends of Southwest Virginia (“Friends”) is seeking submissions from qualified and experienced individuals or firms to provide professional photography and videography services under a one-year contract. These services will support a comprehensive, year-long national branding campaign that highlights the cultural and outdoor recreation experiences of the Southwest Virginia region.

2. Background

To enhance our marketing and branding efforts, Friends will lead a 12-month content production effort that updates and expands photography and videography for key destinations. The assets developed will serve traditional advertising, digital campaigns, and media outreach efforts to position Southwest Virginia as a world-class tourism destination. Friends is committed to building a sustainable creative economy that promotes Southwest Virginia’s rich heritage and natural resources. Through the *Southwest Virginia Creative Economy & Tourism Workforce Initiative*, Friends aims to strengthen the tourism workforce and spotlight the cultural and recreational assets of 18 counties and four cities.

3. Scope of Work

The selected individual or contractor(s) will:

- Provide **seasonal photography and/or videography**
- Capture **diverse landscapes, cultural experiences, downtowns, trails, events, and scenery etc...**
- Coordinate and collect **model releases** for all recognizable individuals in photos/videos
- Deliver **fully edited and categorized content** suitable for digital and print campaigns
- Provide **drone footage** and aerial photography (where permitted and applicable)
- Transfer **full rights and unrestricted use licenses** for all images and videos, aligning with **Virginia Tourism Corporation [guidelines](#)** and **[consent form](#)**.
- Coordinate with Friends on **targeted shot lists** developed from market research and regional stakeholder input
- Ensure consistent **branding, style, and tone** aligned with the Southwest Virginia brand
- Work collaboratively with Friends’ marketing and communications team and relevant tourism partners

4. Deliverables – to be determined on a case-by-case basis (required at a minimum)

- All raw footage and raw image files upon request
- Model release documentation for all recognizable persons
- A shared digital archive with organized files by theme, location, and date
- Quarterly progress updates and one final delivery package

5. Submission Requirements

To be considered, submissions must include the following:

- **Letter of Interest**
- **Portfolio** demonstrating relevant photography/videography experience (especially tourism-focused)
- **Proposed Approach & Timeline**
- **Team Composition and Bios**
- **Detailed Budget** (including travel, equipment, editing, and licensing)
- **References** (minimum of two recent clients)

All proposed costs must be reasonable, allowable, and allocable per federal grant guidelines under 2 CFR Part 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards). Friends reserves the right to negotiate final scope and budget with the selected vendor.

6. Submission Instructions

Submit electronically in PDF format to:

Catherine Fox

Director of Regional Destination Development

Friends of Southwest Virginia

cfox@myswva.org

(no phone calls)

Submissions Deadline: **July 18, 2025, at 12:00p.m. Noon (ET)**

Late submissions will not be considered. (no exceptions)

7. Questions

All questions must be submitted in writing to the contact above no later than Monday, July 7, 2025, at 12:00p.m. Noon (ET)

Important Note: Friends of Southwest Virginia reserves the right to accept or reject any or all submissions and to waive any informalities or irregularities received. This request for services does not commit Friends of Southwest Virginia to award a contract, nor pay any costs incurred in the preparation of the submission.

Appendix A

About Friends of Southwest Virginia

Mission - The mission of Friends of Southwest Virginia is to preserve, promote, and present the cultural and natural assets of Southwest Virginia; to work in partnership in the region to generate economic development through these efforts; to provide educational and cultural opportunities for the general public and students of the region; to showcase the cultural assets of SWVA at the SWVA Cultural Center & Marketplace (formerly Heartwood).

About Us - Friends of Southwest Virginia, a 501(c)(3) non-profit organization, was established in 2-11 to operate alongside the Southwest Virginia Heritage Cultural Foundation and serve as the primary fiscal and operational body. The two organizations work in tandem under the leadership of a single Executive Director reporting to two separate boards that oversee their individual authorizations. The majority of the organization's employees, grant development programs, and all operations of the SWVA Cultural Center & Marketplace are housed within the non-profit.

Website - <http://friendsofswva.org/>

Appendix B

Friends of Southwest Virginia fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Discrimination Complaint Form, contact (276) 492-2400 ext. 2422.