

End. 11.4
April 15, 2010

Athletic Memo

Date: February 19, 2010

To: Board of Education
Horseheads Central School District

From: Scott Williams *SW*
Director of Physical Education and Athletics
Horseheads Central School District

Re: RFP for Athletic Teams and Individual Photos

1. During the past year and a half, we have looked at ways to save money, time and energy in order to improve the overall athletic program. One way we looked to do so was to identify how much it was costing us to produce our athletic photos for the teams, the athletes and their families as well as for our printed programs, yearbook, banquet and newsletters. Informal research with local school districts showed that there were no real standards as to how these tasks were being accomplished. In a discussion, with Mike Stuart, our Business Manager, we sent out a Request for Proposal (RFP) for a professional photographer to perform these tasks.
2. Ten local photographers were mailed the RFP. Proposals were received from only three companies: Personius-Warne Studio, Smith Photography and Corning Photography. Price, references, RFP presentation, quality, 'turn around time' and scheduling were all considered with each company.
3. As we looked at the costs of each package, our chart shows that the prices are very similar with some packages a few dollars more or less, depending on what is ordered. The basic packages are within a range of \$12.00 to \$35.00 dollars with additional photos added as needed (or wanted).
4. As a committee, the most important factors were 'turn-around time', quality of product and ease of scheduling. The fact that Corning Photography can provide photo copies within one day is incredible. In addition, Corning Photography is extremely flexible and can be available to shoot a photo usually that day.
5. The most impressive RFP submitted was from Corning Photography. Examples of photos taken, references, quality and price were all excellent. By simple price, Corning Photography was the least expensive, by a very small margin. The "packages" offered by all three companies were similar in quantity. The price for additional photos varied, with Corning Photography being slightly cheaper. Neither, Smith Photography or Personius-Warne Studio provided an example of their finished products. We have enclosed copies of each RFP.
6. It is our recommendation, that Corning Photography be awarded the contract for the specified spring 2010 season, and the 2010-2011, 2011-2012 and 2012-2013 school years.

(over)

RFP Athletic/Sports Team Picture Package Prices as of 3/25/10

Picture Package	Corning	Personius	Smith
1ea Team (8x10) and 1ea Individual (5x7) w/folder	\$12.00	\$14.00	\$10.00
1ea Team (8x10) and 1ea Individual (5x7), 8 ea Individual wallets	\$15.00	\$17.00	\$15.00
1ea Team (8x10) and 1 ea Individual (5x7), 2 ea Individual (3.5x5), 8 ea Individual wallets	\$18.00	\$20.00	\$18.00
1ea Team (5x7), 2 ea Individual (5x7), 8 ea Individual wallets	\$23.00	\$15.00	\$18.00
1ea Team (8x10), 2 ea Individual (5x7), 2 ea Individual (3.5x5), 8 ea Individual wallets	\$28.00	\$25.00	\$20.00
1ea Team (8x10), 2 ea Individual (8x10), 2 ea Individual (5x7), 12 ea Individual wallets	\$38.00	\$35.00	\$28.00

Additional Team or Individual Photos, Buttons, and "Buddie Shots"

Additional Item(s) (after purchasing a picture package)	Corning	Personius	Smith
1ea Team or Individual (5x7)	\$5.00	\$12.00	\$7.00 (for two)
1ea Team or Individual (8x10)	\$8.00	\$12.00 (Ind.) & \$17.00 (Team)	\$7.00
1ea Team or Individual (11x14)		\$12.00 (Ind.) & \$22.00 (Team)	
4 Team or Individual (3.5x5)			\$7.00
8 Team or Individual Wallets			\$7.00
9 Individual Wallets		\$12.00	
1 Team or Individual Button			\$7.00
2 Individual Buttons		\$12.00	
2 (4x6) Buddie Shots	\$5.00		
2 (5x7) Buddie Shots	\$8.00		

SW:cmk