



REQUEST FOR QUOTE FALL IN THE COUNTY PHOTOGRAPHY 2022

Visit The County is seeking a photographer to capture images of fall in The County, for use by Visit The County and its partners in promoting The County as a four-season tourism destination.

The successful candidate(s) will capture images over the 2022 Fall and Early Winter season, providing images in batches to Visit The County and its partners for use on digital and traditional marketing channels. These images may include (but are not limited to):

- Fall outdoor activities, such as apple-picking, cycling, fall bird migration, etc.
- Fall culinary experiences such as Countylicious, fall wine tasting, harvest, etc.
- Fall festivals and events, such as Pumpkinfest, Scarecrow Festival, fall markets, holiday markets, Wassail, etc.
- photography shoots illustrating The County's natural, artistic, agricultural, heritage and/or food and beverage assets during the fall

The contract will run from the date of awarding through November 30, 2022. During that time, we anticipate this assignment will require the successful photographer to devote 100 hours, divided between shooting and editing. It is expected that, at minimum, the successful candidate will provide 300 images suitable for use by Visit The County, its partners and interested media/influencers on digital platforms such as the VisitPEC.ca/VisitTheCounty.com website and social media channels.

Visit The County staff will work with the successful photographer to set up and staff photography shoots with models and locations.

Images will need to be supplied with all caption information and signed model release forms in Visit The County's preferred format. Information on these two elements is attached. The successful photographer will also need to understand and commit to Destination Ontario/OTMPC's licensing and waiver agreement, also attached.

If interested, please email the following by September 28, 2022:

- a link to a portfolio of work
- a quote including all incidentals (such as gas, insurance, expenses, etc)
- any relevant details you feel would support your quote

Due to the weather-related nature of the assignment, County-based photographers are preferred. Please direct questions and quote submissions to:
Samantha Porter, samantha@visitthecounty.com or 613-503-0084.

Caption Guidelines

In order to be used as the images were intended, and to give photographs longevity, photographers are asked to caption their images with the following information:

- Names of people and places depicted. *For example: Lisa Smith (left) and Mary Jones enjoy a glass of wine at Closson Chase Vineyards.*
- Action taking place within the image. *For example: Ron Smith (top) supports his daughter, Molly Smith, in skating around the outdoor rink at Sophiasburgh Town Hall.*
- Needed context of the photograph. *For example: Beekeeper Amit Bagwan collects honey from their bees as part of their "Bees & Buds" experience at their farm, Bee's Knees, in Demorestville. **please note use of they/their pronoun.*

Before submitting your images, please double-check your caption. Be accurate with credit lines, details and anything else that might catch a reader's eye.

Please remember that captions should support the photo with new or additional information. Avoid stating the obvious elements that are captured in the image. The caption should add context to the image, not just duplicate what the reader already sees.

If your camera does not automatically capture dates and times, please include that information too. Your images will need to have your information embedded as the photographer as well. If not, please also include your name as you wish it to appear in photography credits in the caption.



**Image Release
Prince Edward County (“Visit The County”)
RTO9 Regional Tourism Organization 9 - South Eastern Ontario**

I grant Visit The County and RTO9 Regional Tourism Organization 9 permission to use my photograph, video or image in whole or part, for publishing marketing promotional materials both in print and digital formats including social media.

I hereby waive any right to inspect and/or approve the finished product or the advertising copy that may be used in connection therewith, or the use to which it may be applied.

I hereby release and discharge Prince Edward County, RTO9 Regional Tourism Organization 9 and its Destination Partners* from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the making of promotional materials, or in any processing tending towards the completion of the finished product.

I will notify Prince Edward County and/or RTO9 Regional Tourism Organization 9 should the use of my photo(s), video(s) and/or image(s) become inappropriate or no longer relevant for the intended use of promotional materials.

Primary/intended use(s) of photo(s), video(s) and image(s): For use on promotional materials for Destinations Marketing Organizations, tourism organizations, and [entities listed under the heading Ontario Public Sector](#) located within RTO9 Regional Tourism Organization 9 geographic area, as well as Destination Ontario and Destination Canada. Uses to include Social Media Marketing, Digital Marketing Campaigns, Presentations, Print Materials and Website in perpetuity.

***Destination Partners include:**

Prince Edward County, Bay of Quinte, Land O’ Lakes (Frontenac County, Lennox and Addington), Kingston, Gananoque (1000 Islands), Brockville (including Prescott, Rockport), Cornwall and SDG Counties and Rideau Canal World Heritage Site (United Counties of Leeds and Grenville), Destination Ontario, and Destination Canada.

Full Name: _____

Phone and/ or Email: _____

Signature: _____ Date: _____

Photo/Video/Image context: _____

If this release is obtained from a presenter under the age of 18, then the signature of that presenter's parent or legal guardian is also required.

Parent's Signature: _____

**DESTINATION ONTARIO
LICENCE AND WAIVER**

In consideration of the Ontario Tourism Marketing Partnership Corporation ("**OTMPC**") entering into an agreement with _____ (the "Photographer") for raw video footage taken in and around the area of Ontario represented by _____ ("_____" on or about [_____] (the "Works"), the Photographer hereby

- (i) grants to the OTMPC, including each Client, a perpetual, world-wide, non-exclusive, irrevocable, transferable, sublicensable, royalty free, fully paid up right and licence: (a) to use, modify, reproduce and distribute, in any form, those Works; and (b) to authorize other Persons, agents, contractors or sub-contractors, to do any of the former on behalf of the OTMPC or a Client, the total consideration for which shall be payment of the invoice for the Works; and
- (ii) expressly, irrevocably and without restriction, waives in favour of OTMPC and each Client, all Moral Rights and all other rights of integrity with respect to the Works and this waiver may be invoked without restriction by any person authorized by OTMPC or a Client to use the Works.

In this licence and waiver:

"Client" means any of the [entities listed under the heading Ontario Public Sector](#) on the Ministry of Government Services Internet site, as amended from time to time and RTO9.

"Moral Rights" has the same meaning as in the *Copyright Act*, R.S.C. 1985, c. C-42, as amended or replaced from time to time and includes comparable rights in applicable jurisdictions.

IN WITNESS WHEREOF the Photographer has executed this licence and waiver as of [DATE]

Witnessed by:

Name:
Date:

Name:
Address:
Date: