

ATTACHMENT A

Scope of Work

Photography and Videography Services



SCOPE OF WORK

1. OVERVIEW

- A. The Contractor shall provide all labor, supervision, materials, supplies, and transportation required to complete the Scope of Work to the satisfaction of Virginia Railway Express (VRE) on a Task Order basis.
- B. The Contractor shall work under the direction of the VRE Marketing Communications and Engagement Manager.
- C. With the guidance of VRE staff, the Contractor shall generate photography and videography content that convey the marketing objectives of VRE.

2. EXAMPLES OF TASK ORDERS

VRE hosts a variety of events throughout the year. Coverage to capture photos and/or video content may be requested for the following types of events:

- A. **Professional Headshots:** Capture professional headshots of staff and executives for use in company profiles, marketing materials, and other corporate communications.
- B. **Ribbon-Cutting Ceremonies:** Capture significant moments at ribbon-cutting ceremonies, featuring candid shots, posed group photos, and comprehensive event coverage.
- C. **Company Events:** Provide photography and/or videography coverage of company events, i.e., staff meetings, public relations events, and community outreach initiatives.
- D. **Board Meeting Photos:** Capture board meetings with images that convey professionalism, decision-making, and collaboration within the organization. This includes both formal and candid shots of board members during discussions, presentations, and key moments of meetings.
- E. **Project Progress:** Capture high-quality imagery and video content of various projects within and around VRE's system to be used for community engagement, promotional material, government relations, and reporting purposes.



3. GENERAL REQUIREMENTS FOR PHOTOGRAPHY

The Contractor shall be responsible for the following:

- A. Utilize advanced photographic equipment to produce high-resolution images for impactful marketing campaigns and promotional materials. This equipment shall include high-resolution cameras, professional lenses, professional lighting kits, tripods, stabilizers, reflectors, and backdrops.
- B. Provide a volume dump of all photos captured, with a minimum of five (5) professionally edited images. The exact number of edited images will be adjusted according to the specific requirements of the Task Order.
- C. Ensure that all raw files and photos align with VRE brand standards, to be provided by VRE upon award of a Contract.
- D. Captured images shall be high-resolution and professionally edited.
- E. Images shall be reviewed and approved by VRE to ensure they align with VRE's brand values and messaging.
- F. Capture high-resolution images of VRE trains, stations, passengers, staff, and other elements related to VRE service.
- G. Include aerial/drone shots where applicable to showcase the scale and scope of VRE operations.
- H. Provide a portfolio demonstrating a proficient and consistent body of work including environmental, editorial, documentary, advertising, on-location, candid, and still/stand photography.

4. GENERAL REQUIREMENTS FOR VIDEOGRAPHY

The Contractor shall be responsible for the following:

- A. Record high-definition video footage that showcases the event or project, emphasizing both the overall context and intricate details.
- B. Provide edited video content tailored to the needs of different platforms, such as social media, websites, and internal presentations.
- C. Ensure videos are delivered in various formats as required by the Task Order, with the option to include music, voiceovers, subtitles and captions.



- D. Create short promotional videos for social media and longer-form content for VRE's website, presentations and marketing advertisements.
- E. Ensure that all raw files and photos align with VRE BRAND STANDARDS, to be provided by VRE upon award of a Contract.
- F. Videos shall be reviewed and approved by VRE to ensure they align with VRE's brand, values and messaging.
- G. Deliver all raw media files to VRE.

5. **CONTRACTOR'S POST-PRODUCTION RESPONSIBILITIES
(PHOTOGRAPHY AND VIDEOGRAPHY)**

- A. Execute all necessary edits, including color correction, cropping, and other enhancements, to ensure a refined and polished final product.
- B. The Contractor shall be responsible for hosting a file sharing platform for the purpose of sharing photos and videos with VRE.
- C. Ensure all music, voiceovers, and captions comply with copyright and licensing regulations and requirements.
- D. Sort and label all media files.
- E. Share drafts with stakeholders for feedback and make necessary revisions.
- F. VRE must approve all final content created by the Contractor in writing.

