

Request for Proposal for School Photography

For the Sheridan School District

Submission Due Date: Friday, May 15, 2026

The Sheridan School District invites proposals for student and staff school photography services for an initial three (3) year term for the 2026-27 through the 2028-29 school years with an option for extension of up to two (2) additional years. All proposals must be received by 3:30 p.m. on Friday, May 15, 2026. The Sheridan School District reserves the right to extend this deadline by providing a written addendum to the RFP.

Proposals submitted by facsimile or electronic mail will not be considered.

Request for Proposal (RFP) Invitation

The Sheridan School District (SSD) is soliciting proposals from qualified vendors to provide school pictures and photography services relative to school-based activities.

This RFP covers school pictures and photography services for all school levels and campuses – elementary (2), intermediate (2), middle (2) and high school (1) – as well as the administrative offices of the Sheridan School District. The objective of this RFP is to appoint one vendor to provide services to all locations within the Sheridan School District. Vendors must submit responses that address all school levels.

The Sheridan School District will accept proposals delivered in person, by courier, or by USPS to the SSD Central Office located at 400 N. Rock St., Sheridan, AR 72150. The SSD Central Office is open to the public Monday through Friday from 8:00 a.m. to 4:30 p.m. All proposals must be received by 3:30 p.m. on Friday, May 15 to be considered a responsive proposal. Proposals submitted by fax or email will be considered non-responsive and will not be accepted. The Sheridan School District reserves the right to allow a submitting vendor to cure any technical defects with its submission at SSD's sole discretion. Responsive proposals shall provide that the terms of the proposal shall be valid for at least 120 days.

Copies of the RFP are available online at www.sheridanschools.org.

Each proposal shall include costs for school pictures and photography services for each school level. Proposals should clearly indicate the company name, address, contact person, phone number, and email address for the person responsible for the proposal. Proposal evaluations and subsequent contract award will be based upon the best perceived value to the Sheridan School District. Four (4) copies of the proposal and one (1) signed original document must be submitted in a sealed envelope clearly marked on the outside with the company name.

The envelope must be marked in the lower left-hand corner with the following notation:

RFP – School Photography

Documents should be addressed to:

Sheridan School District
ATTN: Andy Mayberry
400 N. Rock Street
Sheridan, AR 72150

Vendors should be aware that information provided in a proposal may become available for public inspection and distribution as required under the Arkansas Freedom of Information laws. In submitting a responsive proposal, the submitter represents and warrants that any costs incurred in preparing its proposal shall be borne by the submitter alone.

This RFP is **not** a low-bid price competition. Instead, proposals will be evaluated in accordance with the submitter's responsiveness to the requirements set forth in the RFP. Any contract awarded will be based upon the best perceived value to the Sheridan School District.

All proposals will become the property of the Sheridan School District at the time of submission.

Questions Regarding the RFP

Vendors interested in making a submittal are directed **not** to make personal contact with the superintendent, assistant superintendent, or any member of the Sheridan School Board, or any personnel or employees from each, other than noted below. Any contact will constitute disqualification of consideration. Questions about the RFP, its content, proposal format or any other questions deemed necessary to submit a qualified proposal must be submitted by email to:

andymayberry@sheridanschools.org

Background Information

The Sheridan School District is an Arkansas public school district. School pictures and photography services related to school activities within the schools are required for students and staff at two (2) elementary schools, two (2) intermediate schools, two (2) middle schools, one (1) high school, and one (1) school administrative office location. The vendor will work directly with each school for scheduling purposes, including picture retake dates. The eight (8) locations that will be served by the vendor are listed below:

- Sheridan Elementary School
- East End Elementary School
- Sheridan Intermediate School
- East End Intermediate School
- Sheridan Middle School
- East End Middle School
- Sheridan High School

- SSD Central Office

Scope of Services

This RFP is for school pictures and photography services related to school activities within the Sheridan School District. Vendors must be able to accommodate these minimum requirements:

Elementary, Intermediate and Middle School Campuses:

- Individual portraits – spring and fall
- Class photos (optional, to be determined)
- Staff ID photos

High School:

- Individual portraits – spring and fall
- Athletic team portraits
- Senior photo packages
- Graduation photo packages
- Staff ID photos

School Administrative Location:

- Staff ID photos
- School board member photos

Note: the requirements above are for example only. The District may require more or fewer photo services at the District's discretion.

Other Information:

Regarding Digital Images Provided to the District:

The Sheridan School District requires digital images to be provided.

- Vendor will be provided a listing with student names and student identification numbers, along with their campus building, grade level, and homeroom teacher (where applicable). Photos provided by the vendor to the District for District use in Information Technology applications are required to be in JPEG (.jpg) format, with the student identification number used as the file name, with images to be sorted by the school.
- Vendor will be provided a list of faculty names. Photos provided by the vendor to the District for District use in Information Technology applications are required to be in JPEG (.jpg) format, with the faculty member's name used as the file name, with images to be sorted by the school.
- Digital images provided to the Information Technology Department should be sent via download and portal.
- Digital images must be 200x300 at 72 DPI.
- The vendor must sign a Data Privacy Agreement to be compliant with Arkansas Act 754. The vendor shall not use, maintain or provide to other persons any student and parent related information, including student name, address, or contact information, obtained through this request for any purpose other than providing services directly to the District. Vendor is further prohibited from using District-provided student and parent information for direct marketing of school photographs or other vendor services to student and

parents. These conditions do not apply to any information provided directly to the vendor by students and parents in the course of their direct dealing with the vendor.

Vendors may also offer additional photography services in their RFP submission.

RFP Submission:

Vendors are requested to provide the following information in their submittal. This information, except as noted, will be used in the evaluation of the proposals.

Quality of Work:

Sample photograph packages that are of the quality the vendor proposes to provide. This should include a variety of photographs for the school levels and be arranged and identified as to the school level.

Standard Picture Packages:

Vendors are to provide information on three (3) to five (5) of their standard picture packages for each school level. Packages must be clearly identified by school level, must indicate the size and quantity of pictures contained in the package, and must indicate the current price of the package that will be offered for the 2026-2027 school year.

Commission and Support:

If the vendor plans to offer the Sheridan School District commission on the sale of photo packages and other services, please provide details of the commission proposal.

References:

Vendors must provide a minimum of three (3) references for whom they have performed similar services within the past five (5) years, or for whom the vendor is currently performing services. Reference information must include entity name, contact name, phone number, fax number and contact email address.

Adequate Staffing:

Vendor must provide the number of photographers and assistants who will be committed to adequately staff the photo-taking process.

Supplemental Information:

Vendors may provide additional information regarding other services provided by their firm. Supplemental information will not be used in the evaluation of the RFP responses but may be useful for Sheridan School District administration in determining other services that may be required.

Evaluation of Proposals:

Proposals will be evaluated based upon the following factors:

- Quality of photographic images, quality of photo paper and finishing.
- Price of the basic package.
- Overall range of prices and options of remaining packages.

- Value of commission/support vendor intends to provide the Sheridan School District, if applicable.
- Demonstrated experience in providing school pictures as evidenced by corporate profiles, positive references, and prior experience with school districts.
- Ability to provide a sufficient number of photographers to meet the photography schedules set forth by the school administration.
- Overall responsiveness to the terms and conditions set forth herein and to satisfy the needs of the Sheridan School District.

Contract Terms and Conditions:

1. **Term** – The initial term of the contract for services will be three (3) years and an option for extension of up to two (2) additional years, commencing with the opening of the 2026-2027 school year on July 1, 2026.
2. **Vendor Employees/Access to Children** – It is the vendor’s responsibility to ensure all the vendor’s employees working in the Sheridan School District have completed a criminal background / child maltreatment check. Staff must be able to work with school personnel and students in a professional manner. Violation of this provision shall be grounds for immediate termination. A list of all employees working with students, as well as any employees handling images or payments in vendor offices, along with background verification is required prior to 30 days before the first picture day at the District.
3. **Confidentiality of Student Records and Information** – The vendor will agree to keep any student information obtained in connection with an agreement with SSD confidential except to the extent disclosure may required by the terms of the agreement. Vendor must sign Data Privacy Agreement before contract becomes valid.
4. **Security of Personal Information** – The vendor will agree to keep any and all personal information of staff and students, including, but not limited to, names, addresses, phone numbers, identification numbers, and photographs secure and to not use any photographs or information obtained in connection with an agreement for any purposes not consistent with or expressly authorized by the agreement. The vendor, its agents, or employees are expressly prohibited from republishing, reprinting, or uploading to any website photographs of staff or students without the express consent of the Sheridan School District or unless otherwise authorized by agreement with the District.
5. **Termination for Cause** – The District reserves the right to terminate any resulting contract, in whole or in part, upon written notice to the Contractor for cause. “Cause” shall include, but is not limited to:
 - Any material breach of the terms and conditions of the contract;
 - Failure to perform services in a satisfactory or timely manner;
 - Violation of applicable federal, state, or local laws or regulations;

- Conduct, actions, or omissions by the Contractor, its employees, agents, or subcontractors that, in the sole judgment of the District, result in or are reasonably likely to result in reputational harm to the District;
- Negative publicity, public controversy, or loss of public trust arising from the vendor's business practices, data security practices, student privacy practices, or customer service issues;
- Any incident involving misuse, unauthorized disclosure, or inadequate protection of student data or images.

NOTE: The District may terminate this agreement if any key personnel or any individual or entity publicly associated with or reasonably perceived to be associated with the vendor becomes involved in conduct that results in significant negative publicity or reputational risk to the District, as determined in the District's sole judgment. Notwithstanding any other provision of this agreement, the District may terminate the contract immediately and without an opportunity to cure for any cause related to reputational harm, student safety, or data privacy.

6. Termination Options – In the event of a contractual termination, the Sheridan School District reserves the right to employ another vendor to complete the term of this agreement. The original vendor shall be responsible for any extra expense or damages suffered by the Sheridan School District. In that event, the vendor will be required to indemnify the Sheridan School District for any loss that may be sustained.