

J

REQUEST FOR PROPOSALS

IRISH LOOP · DESTINATION MARKETING

MEDIA PRODUCTION RFP

Photography & videography to capture the beauty of the Irish Loop, with a particular focus on the St. Mary's – Salmonier region.

ISSUED

August 4, 2026

SUBMISSION DEADLINE

August 7, 2026

MAXIMUM BUDGET

\$5,000 CAD

WE CREATE » OPPORTUNITY

01 SCOPE OF WORK

This project forms one component of a larger, multi-phase media production initiative being undertaken to develop a comprehensive library of destination marketing assets for the Irish Loop.

Unlike the broader production project, which will capture a wide range of planned experiences, communities, businesses, and visitor attractions, this procurement is specifically intended to acquire imagery that is **difficult to schedule or reliably capture** during a traditional production shoot.

The successful proponent will be responsible for capturing high-quality photo and video assets throughout the St. Mary's Bay – Salmonier region of the Irish Loop, with a focus on unique natural conditions, seasonal opportunities, and fleeting moments that require flexibility, patience, and repeated visits to locations. While the primary focus is the St. Mary's Bay–Salmonier area, a limited amount of content may also be collected elsewhere in the region as directed by JAC.

Priority should be given to capturing exceptional environmental conditions and naturally occurring moments, including but not limited to:

Sunrise and sunset

Golden hour & blue hour

Whale sightings

Seabirds & wildlife

Coastal landscapes

Lighthouses

Historic landmarks

Scenic viewpoints

Community character

Seasonal moments

The intent is not to create a complete destination image library — it is to supplement the larger media production effort with a specialized collection of high-value assets captured under optimal conditions.

The successful proponent should plan their production schedule to maximize opportunities to capture these conditions rather than working from a predetermined shot list. The emphasis should be on quality, uniqueness, and capturing moments that elevate the overall media library.

02 PHOTOGRAPHY & VIDEOGRAPHY REQUIREMENTS

The successful proponent will be expected to capture a combination of:

01

**Ground
photography**

02

**Ground
videography**

03

**Drone
photography**

04

**Drone
videography**

All drone operations must comply with Transport Canada regulations and any applicable municipal, provincial, or federal requirements.

03 TECHNICAL SPECIFICATIONS

PHOTOGRAPHY

- Captured in RAW format
- Delivered as unedited RAW image files
- No colour grading, cropping, or post-processing required

VIDEO

- Captured in a LOG colour profile whenever available
- Delivered as unedited MOV or MP4 files
- Recorded at the highest frame rate supported by the camera system
- **Preference will be given** to proponents capable of recording 4K at 120 fps

Applicants should identify the camera systems, drone platforms, and lenses they intend to use.

04 ASSET ORGANIZATION & DELIVERY

Upon completion, all assets must be delivered in a logical folder structure organized by **community** and **subject matter**. For example:

St. Vincent's

- Beach
- Whale Sightings
- Bird Colony
- Sunset
- Drone

St. Mary's

- Lighthouse
- Harbour
- Coastal Landscape
- Sunrise
- Community

Applicants are encouraged to propose their preferred digital delivery method.

05 PRODUCTION TIMELINE

FINAL DELIVERY OF ASSETS

August 21, 2026

PRODUCTION WINDOW

Two weeks

Because the project focuses on naturally occurring lighting and wildlife opportunities, proponents are expected to manage their own schedule to maximize the quality of captured content throughout this period.

06 DELIVERABLES

A minimum number of assets has not been established for this project. Instead, proponents are encouraged to recommend an anticipated quantity of deliverables based on their proposed approach, production schedule, and experience with similar destination marketing projects.

Responses should include estimated quantities for:

- RAW photographs
- Video clips
- Drone photographs
- Drone video clips

Applicants may also describe any additional content they believe would enhance the overall value of the project.

07 PROPOSAL REQUIREMENTS

Proposals should include:

- Relevant experience with tourism, destination, outdoor, or lifestyle photography and videography
- Examples of previous work
- Equipment list
- Drone certifications (where applicable)
- Proposed production approach
- Estimated quantity of deliverables
- Proposed project schedule within the two-week production window
- Any assumptions or recommendations that would improve the outcome of the project

MAXIMUM BUDGET

\$5,000 CAD

Inclusive of all professional fees, travel, accommodation, equipment, drone operations, and any other expenses required to complete the work.

Rather than prescribing a fixed scope or quantity of deliverables, proponents are asked to outline the highest level of service they can provide within the available budget. Responses should clearly describe the proposed approach and include, at a minimum:

- The anticipated number of production days within the two-week capture window
- An estimated quantity of photo and video assets
- The expected mix of ground photography, ground videography, drone photography, and drone videography
- Any assumptions or limitations related to the proposed scope of work
- Any value-added services or deliverables included within the proposed budget

The evaluation will consider the overall value offered, including the proponent's experience, technical capabilities, production approach, and the quality and quantity of deliverables achievable within the allocated budget.

09 SUBMISSION & INQUIRIES

DIRECT ALL PROPOSALS TO

Stephen Andrews

Director of Strategy & Planning, JAC

stephen@jac.co

SUBMIT ONLINE

Upload your proposal directly through the JAC opportunities portal.

PROPOSAL SUBMISSION DEADLINE

August 7, 2026

Proponents are encouraged to submit any requests for clarification prior to the proposal submission deadline to ensure sufficient time for a response. All proposals must be submitted electronically via email to the contact listed above, or through the JAC opportunities portal.

J

WE CREATE » OPPORTUNITY