

Request for Proposals: Photography Services



Issued By

Live Baltimore

RFP Issue Date

October 15, 2026

Questions Due

October 28, 2026

Proposal Due Date

November 6, 2026

Anticipated Selection Date

November 2026

Contract Start Date

January 1, 2027

Introduction:

Since 1997, Live Baltimore has promoted Baltimore City as a great place to live and became an independent 501(c)(3) organization in 2001. Live Baltimore works to grow Baltimore's economy by attracting residents, retaining residents, and supporting healthy housing markets. Live Baltimore serves as the city's official residential marketing organization, promoting Baltimore's hundreds of residential neighborhoods and highlighting residents as our key storytellers. Most of our marketing directs audiences to LiveBaltimore.com.

Project Summary:

Live Baltimore is looking for an experienced photographer for annual, project-based work. The ideal photographer should demonstrate strong creative judgment, technical skill, professionalism, and adaptability. They must have their own professional equipment, lighting, and a dependable vehicle to travel across Baltimore City for assignments.

The selected photographer should capture authentic stories and compelling images of Baltimore residents, neighborhoods, homes, streetscapes, and events. The goal is to create high-quality, inspiring images of Baltimore City and its residents for use on our website, social media, marketing materials, advertising, annual reports, and other communications.

Scope of Work:

Photography Services

Photography assignments may include:

- Portrait photography (including individuals, couples, or groups)
- Executive and staff headshots
- Event photography
- Neighborhood photography (streetscapes, homes, amenities, and neighbors)
- Aerial photography, if available

The photographer should demonstrate skill in capturing both planned and candid shots, ensuring a consistent visual style throughout. All images must be professionally edited and ready for immediate use. Photographers offering drone services must hold all required licenses, certifications, registrations, insurance, and approvals for drone operations and must comply with all relevant federal, state, and local regulations.

Creative Collaboration

The selected partner will:

- Collaborate and coordinate with Live Baltimore's Marketing & Communications team
- Provide recommendations on storytelling approaches
- Meet agreed-upon deadlines and deliverables
- Maintain professionalism while representing Live Baltimore

- Communicate promptly regarding project status, scheduling, production needs, and potential challenges
- Maintain appropriate file organization and delivery practices

Proposal Requirements:

Interested photographers should submit a proposal including:

- Overview of the photographer, including years in business, location, and brief bio
- Description of relevant experience (please include any experience working with nonprofits)
- Portfolio showcasing the types of photography described in the Scope of Work
- Description of creative process, from the start of a project to final deliverables
- Experience with aerial photography, if applicable
- Availability and estimated turnaround times
- Description of standard deliverables, file formats, and file delivery system
- Description of any exceptions or limitations to Live Baltimore's preferred usage terms
- At least two professional references
- Proposed pricing structure, including:
 - Event photography rates
 - Neighborhood photography rates
 - Half-day and full-day rates, if applicable
 - Hourly rates, if applicable
 - Editing and post-production costs
 - Drone services, if applicable
 - Project-based packages
 - Additional photographer rates
 - Travel, equipment, or other applicable fees
 - Invoice terms

Proposed Compensation

Proposals should clearly outline pricing, including hourly, half-day, full-day rates, project fees, packages, and rushed service rates.

Proposals should identify all anticipated fees and expenses, including any costs not included in standard rates. The agreement with the chosen photographer will start on January 1, 2027, and run through June 30, 2027. It may be extended annually in fiscal-year periods (July 1 – June 30), subject to an annual review of progress and approval by Live Baltimore's executive director. Each review will provide an opportunity to adjust the photographer's scope and fees. Live Baltimore retains the right to cancel services at any time with 60 days' prior written notice.

Evaluation Criteria:

Proposal selection will be based on the following criteria:

- Quality, creativity, and portfolio versatility: 35%
- Relevant experience: 20%
- Location is based in Baltimore City: 10%
- Responsiveness, availability, and flexibility: 10%
- Professionalism and experience in a public-facing environment: 10%
- Pricing structure, transparency, and overall value: 15%

Contract Terms:

The selected photographer will be engaged on an as-needed, project-by-project basis. Live Baltimore will request photography services as projects, campaigns, events, and organizational needs arise.

- Each project assignment will be confirmed through a written scope of work, including deliverables, timeline, usage requirements, and associated fees, before work begins.
- The initial contract term will run from January 1, 2027, through June 30, 2027 (the end of fiscal year 2027), with the option to renew each fiscal year (July 1 – June 30) upon mutual agreement.
- Live Baltimore requires broad, perpetual, non-exclusive usage rights for final edited images across its website, social media, advertising, reports, presentations, print materials, and other organizational communications. Any limitations, exclusions, third-party restrictions, or additional licensing fees must be identified in the proposal.
- The photographer must maintain confidentiality of non-public organizational information.
- Additional services outside the agreed scope of a project require prior approval and may require a revised estimate or separate agreement.
- The photographer is responsible for maintaining all equipment, licenses, insurance, permits, certifications, and other requirements necessary to perform the proposed services.
- Live Baltimore reserves the right to reject any or all proposals, waive informalities, negotiate terms, or cancel this RFP at any time.

Submissions

Proposals must be received via email by 5:00 p.m. Eastern Time on Friday, November 6, 2026.

Late or incomplete proposals will not be considered.

All proposals should be submitted in PDF format to:
Suzi Senna, Director of Marketing and Communications
suzi@livebaltimore.com

Send any questions related to the RFP to suzi@livebaltimore.com, no later than 5:00 p.m. Eastern Time on Wednesday, October 28, 2026. Questions will be addressed as quickly as possible and in the order received.