

CALL FOR TENDERS: EuroVelo 5 - Via Romea Francigena Photo Shoot

Call for tenders

European Cyclists' Federation

Carolien Ruebens – c.ruebens@ecf.com

14th June 2016

ECF is looking for a subcontractor to undertake a professional photo shoot campaign along the developed sections of the EuroVelo 5 – Via Romea Francigena long distance cycle route to provide resources for promotion and promotional material.

Minimum technical and content requirements are set out in Annex 1 below.

The photographs will position cycling tourism as a perfect match with wellness activities, nature and cultural heritage – the campaign will focus on cyclists visiting natural and historic points of interest along the route.

You can find out more information about the EuroVelo 5 – Via Romea Francigena project [here](#).

We require that the photoshoot campaign is completed by 15th September 2016.

Please send us your offer by 5 pm on Friday 15th July 2016 to Carolien Ruebens at c.ruebens@ecf.com. For any further details please contact us by email, using the above email address, or phone on +32 2 8086 031.

Decision will be taken on approximately Wednesday 20th July 2016.

Your offer (max 1 page A4) should include

- References (with links) to previous photoshoot campaigns. Experience with other (cycling) tourism photoshoot campaigns will be particularly valued.
- Short explanation of your proposal
- Price offer (including details of applicable VAT)

ECF reserves the right to withdraw or modify this call at a later date.

ANNEX 1 - MINIMUM TECHNICAL AND CONTENT REQUIREMENTS

Technical and practical information for the subcontracting of the photo shoot:

- The European Cyclists' Federation has a budget for the subcontracting of a professional photo shoot campaign along the developed sections of the EuroVelo 5 – Via Romea Francigena route in order to have resources for the route promotion and promotional material (web, social media, etc.).
- The objective of this document is to frame the minimum technical and target requirements for the subcontracting of this work.

Minimum technical requirements:

- Pixel density: 300ppi
- Size (recommended): 900x500
- One size minimum: 900.
- File extension: JPG.
- Minimum number of pictures: 50.

Copyright

The ECF should retain the copyright for the photos, so that it and its partners, can use the photographs without restrictions for communication and promotional material in the future.

Content:

- The photographs will position cycling tourism as a perfect match with wellness activities, nature and cultural heritage – the campaign will focus on cyclists visiting natural and historic points of interest along the route.
- People of all ages and social groups cycling along designated cycle routes in rural and rural/urban areas. Nice landscapes/famous attractions in the background if possible but cyclists/bicycles should always be in the picture.
- Cycling 'comfortable' bikes: (i.e. touring bikes) with and without panniers. Avoid where possible mountain bikes and road bikes. Helmets and/or lycra clothing should be avoided if possible as well.
- In addition to photos of people cycling, it would be good to have photos of cyclists undertaking ordinary/day-to-day activities. For example, having lunch at a terrace with



their bikes, checking in at a bike friendly hotel, shopping, checking route maps (also panels and signposting).

Budget

The ECF has a budget of €2,500 (excluding VAT) for the photo shoot. This amount should cover all related costs.