

Visit Jacksonville Sports Sizzle Reel and Venue Photography Questions

February 14, 2025

1. There are inconsistencies in the timeline, as some events occur before the RFP is awarded and others after the contract period ends. Can Visit Jacksonville clarify how these will be handled within the scope of work?
 - a. The events listed in the RFP are examples of the types of events that the selected vendor can choose to attend or not. We will work with the winner on which events will be the best fit for their vision.

2. What are the usage requirements for the talent's likeness? Specifically, do you need rights for print, web, paid advertisements, and/or social media? Should the licensing be for a limited duration or in perpetuity? Would you prefer a full buyout with no usage restrictions?
 - a. We would prefer a full buyout with no usage restrictions in perpetuity.

3. Will Visit Jacksonville and/or local sports organizations provide branded wardrobe (e.g., team jerseys, hats, merchandise), or should we budget to purchase these items if needed?
 - a. That should be included in the budget.

4. Are there any legal considerations when filming real fans, attendees, or employees such as players, referees, mascots, and coaches?
 - a. Visit Jacksonville will assist with permissions at sporting events. Normal permissions for photo and video usage

5. Are there copyright or trademark concerns related to filming team logos, stadium content (e.g., Jumbotron, posters, digital signage), or other protected assets?
 - a. Yes, the production should not include any copyright or trademarked logos, content, or other protected assets without explicit permission. Visit Jacksonville will work with the selected vendor on an event by event basis.

6. Would Visit Jacksonville facilitate ticket procurement or reserve specific seating areas for filming our talent at games?

- a. This would be on a case-by-case basis. Once a vendor is selected, we will work with them to see which events they would like to film at and if we can help procure seating and/or tickets.
7. Can Visit Jacksonville provide access to official game footage from events filmed for TV (e.g., Jaguars, Jumbo Shrimp) if those events fall outside our filming window?
 - a. Maybe, depending on what is requested.
8. How many fully edited and retouched photo deliverables are required?
 - a. Please include this scope in the proposal, but we expect multiple sports and venues to be photographed. Any time the production is at an event, we expect both video and photo.
9. Will Visit Jacksonville require raw video and photo files for their asset library? **Yes**. If so:
 - a. What volume of content is expected for both photo and video? **We will make final decisions with the selected vendor during contract negotiations.**
 - b. Should the files be color-corrected/edited or remain flat/raw? **Color-corrected/edited for immediate use.**
 - c. If file sizes are large, will Visit Jacksonville require physical hard drives, or is a download link sufficient? **Download link is sufficient, a hard drive is also fine but not required.**
10. Who is the primary audience for this project? Are we targeting:
 - a. Sports fans traveling to Jacksonville?
 - b. **Organizations looking to host events in Jacksonville?**
 - c. Athletes and sports teams coming to the city?
11. Who is the audience for this? What should the audience take away after they've viewed it?
 - a. That Jacksonville is the premier destination to host your next sporting event.