

# REQUEST FOR PROPOSAL

## School Photography Services

Minnewaska Area Schools | Independent School District #2149

Fall 2026 • Fall 2027 • Fall 2028

<b>RFP Issued</b>	January 29, 2026
<b>Submission Deadline</b>	Friday, February 27, 2026   3:30 p.m.
<b>Submit To</b>	Minnewaska Area School District Office   Attn: Angie VanZee   25122 State Highway 28, Glenwood, MN 56334
<b>Questions</b>	Superintendent Chip Rankin   320-239-1300
<b>Service Period</b>	Fall 2026 through Fall 2028 (three-year period)
<b>Note</b>	No photography sessions to be scheduled on Mondays

## I. Introduction & Purpose

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Minnewaska Area Schools, Independent School District #2149, invites qualified school photography companies to submit price quotes for student and school picture services for a three-year period beginning in Fall 2026 and continuing through Fall 2028. This Request for Proposal (RFP) outlines the district's service requirements, package specifications, technology expectations, and submission instructions. Companies interested in being considered are encouraged to review district information available on the Minnewaska Area School District website and submit a complete quote by the deadline outlined below.

## II. Scope of Services

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The selected vendor will be responsible for providing professional portrait photography services at all Minnewaska Area School district buildings. The following requirements must be met in full:

### A. STAFFING & SCHEDULING

1. A minimum of 2 photographers plus a dedicated on-site Team Leader must be present at the Elementary building on Portrait Day. The Team Leader is responsible for coordinating logistics and communicating with school staff.
2. A minimum of 3 photographers plus a Team Leader must be present at the High School on Portrait Day. Scheduling to be coordinated with the school's Open House.
3. A minimum of 1 photographer must be present at the Starbuck site, scheduled on Retake Day.
4. No photography sessions may be scheduled on Mondays.
5. The vendor must provide priority scheduling for the district and offer the option to roll over picture day dates year to year without requiring the district to re-select dates annually.
6. The vendor's local representative must meet with each school prior to the end of the school year to confirm enrollments, finalize scheduling, and review all logistics.

## B. TECHNOLOGY & DIGITAL SERVICES

7. The vendor must use green screen or equivalent digital background technology, allowing the district's Yearbook Advisor or Picture Day Coordinator at each school to select the official yearbook background. Families must also be able to personalize photos with their choice of background after Picture Day.
8. Sophisticated technology must pair each student's photo with their individual student information. The system must integrate with the district's student information system. Integration with nutrition and library systems is preferred.
9. Student and staff enrollment lists will be supplied by District IT into the vendor's school portal. The vendor must maintain accurate enrollment counts and accommodate additions as needed.
10. Multiple photos must be taken of each student to provide better yearbook pose options and more choices for families.
11. Quality-assured digital images must be available in the vendor's school portal within approximately 1 week after each Picture Day.
12. Yearbook images must be delivered to the district's yearbook creation platform within 2 weeks of the last Picture Day.
13. Parents must be able to preview, personalize, and order photos online after Picture Day — no paper order forms, cash, or check collection at school.
14. Families with multiple children must be able to manage all children in a single account and place one combined order.
15. Prints must be shipped directly to families' homes within 2 weeks of ordering.
16. A digital archive of each student's images must be accessible to families.
17. Each package must include the option for families to choose from at least 25 background options, as well as the ability to add custom text (student name, year, etc.) at no additional cost.

## C. ID SOLUTIONS

18. The vendor must offer student and staff ID card production as part of their service offering.
19. IDs must be shipped within 2 weeks of each Picture Day.
20. Two sets of IDs must be provided per student: one set for distribution and one set kept on file in the school office.
21. Additional IDs for new students/staff or replacements must be orderable through the vendor's school portal at any time.
22. ID templates must be cloned across buildings to ensure consistency throughout the district.
23. IDs must be pre-sorted as defined by each school.

## D. PICTURE DAY COMMUNICATIONS

24. The vendor must handle all Picture Day communications, including custom flyers and posters for each school building printed with the school name, portrait date, and relevant instructions (e.g., attire reminders, no forms required, online ordering information).
25. Promotional materials — including flyers, posters, and signage — must be mailed to each school in advance of Picture Day.
26. All photographers must wear a vendor-branded polo shirt and a visible photo ID badge on Picture Day for easy identification by school staff.

27. The vendor must comply with any additional school requirements (e.g., masking or other safety protocols) when requested in advance.

#### **E. RETAKES & MAKEUP DAYS**

28. Free retakes must be offered to all students — no questions asked. This is a mandatory condition of the contract.
29. A makeup/retake session must be scheduled within 1 week of the initial picture delivery.
30. Retake photos must be delivered before Thanksgiving break.
31. The Starbuck site photographer must be scheduled on Retake Day.

#### **F. DELIVERABLES & SORTING**

32. Packages for elementary buildings must be sorted by classroom.
33. Packages for the high school must be sorted by grade.
34. All products must be delivered within 3–4 weeks following Portrait Day (where applicable for school-distributed items).
35. 2 Principal Books must be provided per building.
36. Class composite photographs must be provided for elementary schools. Composites must be a minimum of 5.5" x 8.5" with maximum-size portrait borders. Teacher picture must be included in all composites. Pricing must be quoted separately.
37. 3-color portrait strips for grades K–6 must be provided: Grades K–4 delivered to the elementary school; grades 5–6 delivered to the high school. Strips must be sorted by class, homeroom, or grade.
38. Die cuts for the yearbook (1 color) must be provided.

#### **G. FINANCIAL & COMMISSION STRUCTURE**

39. The vendor must provide a school contribution/commission of no less than 10% of gross photography sales when partnered with the district's yearbook program. Sales must be tallied annually in December, with commission checks mailed to schools by February each year.
40. Commission checks must be issued separately per building: to the building principal at the elementary school, to the principal at the Starbuck site, and to the Yearbook Advisor at the high school.
41. 20 vouchers valued at \$10 each must be provided to the district annually.

#### **H. VENDOR STAFF QUALIFICATIONS & BACKGROUND SCREENING**

All vendor personnel who will be on school premises — including photographers, team leaders, and managers — must pass a comprehensive background screening process prior to employment. At minimum, this must include:

- Criminal felony and misdemeanor check (current address and all addresses revealed by social security number trace)
- Federal criminal national records search
- Terrorist watchlist check
- Social security number trace
- Education verification
- Employment verification (last three employers)

- Self-adjudication report

Vendors must confirm in their proposal that all staff meet these requirements and describe their training process for photographers, including how photographers are prepared to work with students of all ages and abilities in a clear and age-appropriate manner.

**I. DATA PRIVACY & SECURITY**

The selected vendor must demonstrate a strong commitment to student data privacy and security. Specifically:

42. The vendor must not disclose any student or staff personal information to third-party companies.
43. The vendor must not employ facial recognition technology or use artificial intelligence systems with personal information or biometric data.
44. All student images must be securely stored with access limited to parents and authorized school staff only.
45. The vendor must comply with all applicable state and federal student data privacy laws and consumer protection regulations, including FERPA and applicable Minnesota statutes.
46. The vendor must describe their digital security practices and annual investments in data protection in their proposal.

**III. Portrait Package Specifications**

Vendors must provide pricing for all five packages listed below for each of the three school years. Composites must be included in all applicable packages. Pricing for digital download, digital retouch, and bonus exchange/additional sheet add-ons must be quoted separately where noted.

Package A — Ultimate	
2 Sheets	8" x 10" Portraits
1 Sheet	5" x 7" Portraits (2 per sheet)
1 Sheet	4" x 6" Portraits (2 per sheet)
1 Sheet	2" x 3" Wallet-size (8 per sheet)
3 Sheets	Additional sheets — vendor's choice or family selection
Included	Digital download of portrait
Included	Optional digital retouch
Included	Free shipping directly to home
Included	Choice from 25+ background options
<i>Composites included. Provide add-on pricing for bonus exchange/additional sheets.</i>	

Package B — Traditional	
2 Sheets	8" x 10" Portraits
1 Sheet	5" x 7" Portraits (2 per sheet)
1 Sheet	4" x 6" Portraits (2 per sheet)

1 Sheet	2" x 3" Wallet-size (8 per sheet)
Included	Free shipping directly to home
Included	Choice of multiple backgrounds
<i>Composites included. Provide pricing for digital download and digital retouch add-ons.</i>	

<b>Package C — Essential</b>	
1 Sheet	8" x 10" Portrait
1 Sheet	5" x 7" Portraits (2 per sheet)
Included	Digital download of portrait
<i>Composites included. Provide pricing for digital retouch add-on.</i>	

<b>Package D — Starter</b>	
1 Sheet	3.5" x 5" Portraits (4 per sheet)
1 Sheet	5" x 7" Portraits (2 per sheet)
1 Sheet	2" x 3" Wallet-size (8 per sheet)
<i>Composites included. Provide pricing for digital download and digital retouch add-ons.</i>	

<b>Package E — Basic / Complimentary Staff Package</b>	
1 Sheet	8" x 10" Portrait
1 Sheet	5" x 7" Portraits (2 per sheet)
1 Sheet	2" x 3" Wallet-size (8 per sheet)
<i>Complimentary package provided to all staff/teachers. Each school may select preferred print size.</i>	

*Note: Pricing listed as effective July 1, 2026. Taxes, applicable service fees, and shipping fees must be disclosed. Vendors may offer additional à la carte picture sheet options (e.g., 2.5" x 3.5", 1.75" x 2.5") and must provide pricing for each.*

## IV. Pricing Format

Vendors must provide complete pricing for each package for all three school years, clearly organized as follows:

<b>Years Required</b>	Fall 2026   Fall 2027   Fall 2028
<b>Packages to Quote</b>	Packages A through E
<b>Composite Pricing</b>	Must be quoted separately (minimum 5.5" x 8.5" with teacher included)
<b>Add-On Pricing</b>	Digital download, digital retouch, bonus sheets — quote per package where applicable

<b>ID Solutions</b>	Student and staff ID card pricing must be quoted separately
<b>Commission Rate</b>	State percentage of gross sales returned to the district/buildings
<b>Currency</b>	U.S. Dollars

Vendors may include optional pricing for additional services not specified in this RFP. Such additions must be clearly labeled as optional and must not replace required items.

## V. Submission Instructions

All quotes must be received at the District Office no later than 3:30 p.m. on Friday, February 27, 2026. Late submissions will not be considered.

<b>Deadline</b>	3:30 p.m., Friday, February 27, 2026
<b>Submit To</b>	Minnewaska Area School District Office
<b>Attention</b>	Angie VanZee
<b>Address</b>	25122 State Highway 28, Glenwood, MN 56334
<b>Questions</b>	Superintendent Chip Rankin   320-239-1300

Proposals must address all requirements outlined in this RFP. Incomplete proposals may be disqualified. The district reserves the right to accept or reject any or all proposals, to waive any irregularities, and to negotiate final contract terms with the selected vendor.

## VI. Key Restrictions & Requirements Summary

- **No photography sessions may be scheduled on Mondays.**
- Free retakes must be offered — no questions asked, no conditions.
- Green screen / digital background technology required; families must be able to personalize online.
- No paper order forms, cash, or check collection at schools — all ordering must be online.
- Prints shipped directly to families' homes within 2 weeks of ordering.
- All staff must pass full background screening before working in schools.
- Student data must not be shared with third parties; no facial recognition or AI biometrics.
- Composites must include teacher portrait; minimum 5.5" x 8.5".
- Portrait strips (3-color) for grades K–6 sorted and delivered per building as specified.
- Commission issued separately per building; not combined into a single payment.
- Retake photos delivered before Thanksgiving break.
- Yearbook images available within 2 weeks of last Picture Day.