

Request for Qualifications

Photography + Videography Services

RFQ-2026-Event_Photography

Issued: January 5, 2026

SUMMARY	First 5 Orange County is seeking one or more qualified individuals and/or firms with demonstrated expertise in the subject matter areas listed below. This Request for Qualifications (RFQ) is only for photography and Videography. All applicants wanting to be included on the list of qualified consultants must submit. Capturing Key Moments Experienced in corporate and live event photography and video; skilled in capturing key moments, candid shots, and posed imagery Technical Excellence Strong low-light and flash capabilities; proficient in post-production with consistent visual style; fast, reliable turnaround of high-quality images and video Professionalism & Workflow Reliability Efficient collaboration with event and marketing teams; professional presence with VIP and executive audiences; clear understanding of usage rights and file delivery formats
KEY DATES	July 1, 2026 – RFQ and submittal instructions available July 8, 2026 by 3:00 pm – Final date to submit questions July 13, 2026 – Responses to RFQ questions posted on First 5 OC website July 17, 2026 by 3:00 pm – ALL SUBMISSIONS DUE August 5, 2026 – Scheduled date for approved list of photography and videography qualified consultants
QUESTIONS	All questions must be submitted via email to info@first5.oc.gov no later than July 8, 2026 by 3:00 pm. Responses will be posted to the First 5 OC website on July 13, 2026.
INSTRUCTIONS	RFQ and submittal instructions available at: https://first5oc.org/ ALL SUBMITTALS MUST BE RECEIVED BY JULY 17, 2026 AT 3:00 PM Submissions accepted only via email to: info@first5.oc.gov
SUBMITTAL OF APPLICATIONS	Required submittals: 1. Checklist for Consultant Applications (Attachment 1) 1. Qualifications (1 page) 1. Sample Portfolio 1. References (3 required) <i>First 5 Orange County reserves the right, in accordance with applicable law, to reject any or all applications submitted, to cancel or amend this RFQ, and to waive nonmaterial deviations.</i>

Section I: General Information

About First 5 Orange County

The California legislature adopted the California Children and Families Act of 1998 (Health and Safety Code Section 130100 et seq.), implementing the Children and Families First Initiative passed by California voters in November 1998, and establishing the California Children and Families Commission and County Children and Families Commissions.

The Children and Families Commission of Orange County — more commonly known as “First 5 Orange County” — is responsible for allocating public funding to improve health and educational outcomes for children. Each county commission is required to develop a strategic plan to establish local funding priorities. For more information, please visit: <https://first5oc.org/about-us/reports/strategic-plan/>

First 5 Orange County is committed to creating a diverse, equitable, and inclusive working environment and integrates these principles in all of its work.

Consultant Services

First 5 Orange County is seeking qualified individuals and/or firms (“Applicants”) to provide professional photography and videography services that support the implementation of First 5 OC programs, events, and communications needs.

Applicants awarded a contract may be requested to support a variety of assignments, including:

- Planning for event coverage and reviewing project requirements
- Providing recommendations related to visual storytelling
- Conducting post-event production and editing
- Supporting organizational communication efforts

Specific scopes of work will be defined based on the needs of each individual assignment.

Section II: Subject Matter Expertise

First 5 OC is seeking one or more skilled, reliable event photographers and/or videographers capable of traveling to locations throughout Orange County to capture high-quality content that documents key moments, enhances storytelling, and strengthens the visual representation of our community-focused work.

Capturing Key Moments

The photographer/videographer must demonstrate a strong ability to visually document the essence of each event by anticipating and capturing the moments that matter most. This includes a blend of candid interactions, posed portraits, and storytelling imagery that reflects the energy and intent of the gathering. The ideal partner will move through events unobtrusively while ensuring comprehensive coverage that supports marketing and communications needs.

- Experienced in corporate, community, and live event photography and video
- Skilled at capturing key moments, candid interactions, and posed imagery

Technical Excellence in Varied Environments

Events will vary widely in format, location, lighting, and pace. The selected photographer/videographer must be adept at working in low-light and mixed-lighting environments while maintaining consistent quality. Technical expertise should extend across the full workflow, including professional equipment usage, efficient post-production, and delivery of polished, ready-to-use assets suitable for print, web, and social media.

- Strong low-light, flash, and mixed-lighting capabilities
- Proficient in post-production with a consistent visual style
- Fast, reliable turnaround of edited, high-quality images and video

Professionalism and Workflow Reliability

The photographer/videographer must represent First 5 OC with professionalism and a collaborative spirit. This includes working effectively with staff, event teams, and community partners, and interacting respectfully with VIPs, executives, families, and community members. Availability for evenings and weekends will be required. A clear understanding of usage rights, delivery expectations, and asset organization is essential to ensure smooth coordination and support ongoing communication efforts.

- Efficient collaboration with event, marketing, and communications teams
- Professional presence with VIPs, executives, community partners, and families
- Clear understanding of usage rights, file delivery formats, and asset organization
- Availability for evening and weekend events as required

Section III: Submission Instructions

Submission Format and Acknowledgement of Receipt

- Submit all pages as a single PDF document.
- Page number limits for each component are specified in the Contents of Submission section below.
- Submissions will only be accepted via email to: info@first5.oc.gov
- First 5 Orange County is not responsible for late or non-delivery of submissions. Late or non-responsive submissions will be rejected without consideration.
- All submissions received will be acknowledged by emailed confirmation. If you do not receive confirmation, please contact First 5 Orange County at: info@first5.oc.gov

Contents of Submission

All Applicants should submit only one (1) response to this RFQ. The following documents are required:

1. Checklist for Consultant Applications (Attachment 1)

Provide Applicant contact information and indicate service type(s) offered.

2. Qualifications (1 page maximum)

Submit a resume or firm qualifications statement outlining relevant professional photography and/or videography experience. The qualifications should include:

- A brief background summary, including areas of specialization (e.g., event photography, videography, portraiture, low-light work)
- A description of relevant work history, project experience, and/or consulting engagements
- Information on project management practices, including required notice for scheduling, typical turnaround times for image delivery, and workflow expectations
- Any prior work with First 5 Orange County, other First 5 agencies, or experience with public or community-focused organizations

3. Sample Portfolio

Applicants must provide a representative portfolio demonstrating the quality and range of their photography and/or videography. At minimum, the portfolio must include:

- Examples of event photography featuring children
- Additional samples reflecting a variety of professional photography scenarios and lighting conditions (e.g., candid event moments, posed group images, low-light settings)
- A sample video showcasing technical and storytelling abilities

Statements of Qualifications submitted without a sample portfolio will not be considered.

4. References

Applicants must provide three (3) references for projects of similar scope and complexity completed within the past five years. Each reference must include an individual whom First 5 Orange County may contact to verify the quality of work. For each reference, provide:

- Name and title
- Organization
- Phone number and email address
- Brief description of the services performed

First 5 OC reserves the right to contact references to evaluate past performance.

First 5 Orange County reserves the right to retain all applications submitted. Submission of an application indicates the Applicant's acceptance of the conditions contained in this RFQ, which will be confirmed in any resulting contracts.

Section IV: General Requirements

Contract

First 5 Orange County will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in this RFQ document and the responses of the qualified applicant(s).

Non-Resident Tax Withholding

First 5 Orange County is required to comply with all applicable state laws and regulations related to non-resident withholding pursuant to California Revenue and Taxation Code Section 18662, which requires 7% of all payments exceeding the applicable threshold in a calendar year to be withheld and remitted to the California Franchise Tax Board. Nonresident payees include corporations, limited liability companies, partnerships, and individuals without a permanent place of business in California.

Personnel

Project partners, managers, supervisory staff, and specialists may be changed if those personnel leave the firm, are promoted, or are assigned to another office, or for other reasons with the express prior written permission of First 5 Orange County. In either case, First 5 Orange County reserves the right to accept or reject any or all replacements.

Firm specialists identified in response to the RFQ may only be changed with the express prior written permission of First 5 Orange County, which reserves the right to approve or reject any proposed replacement. Other staff personnel may be changed at the firm's discretion, provided that such replacements have substantially the same or better qualifications and experience.

RFQ Interpretations and Addenda

Any change to or interpretation of this RFQ by First 5 Orange County will be posted on First 5 Orange County's website. Any such changes or interpretations shall become part of the RFQ and will be incorporated into any contract awarded pursuant to the RFQ.

Public Record

All applications submitted in response to this RFQ will become the property of First 5 Orange County and a matter of public record.

Additional Services

The general service requirements outlined above describe the minimum work to be accomplished. During initial contract negotiations and any subsequent negotiations for contract renewals, the scope of services may be modified and refined based on the needs of First 5 Orange County.

Undue Influence

The Applicant declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of First 5 Orange County in connection with the award or terms of any contract resulting from this RFQ. This includes any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of First 5 Orange County will receive compensation, directly or indirectly, from the Applicant or from any officer, employee, or agent of the firm in connection with any contract award. A violation of this provision shall be a material breach of any contract entered into, entitling First 5 Orange County to any and all remedies at law or in equity.

Submittal Preparation Expenses

First 5 Orange County shall not be liable for any expenses incurred by the Applicant in the preparation or submission of its application. Such expenses shall not be reimbursed under any resulting contract.

Insurance Requirements

The following insurance requirements apply to standard First 5 Orange County contracts. Specific requirements may be adjusted at the time of contract negotiations based on the scope of services to be provided:

- Comprehensive General Liability Insurance — not less than \$1,000,000 combined single limit per occurrence and not less than \$2,000,000 annual aggregate, covering bodily injury (including death) and property damage
- Comprehensive Automobile Liability Insurance — not less than \$1,000,000 combined single limit per occurrence and \$1,000,000 annual aggregate, applicable to all owned, non-owned, and hired vehicles
- Workers' Compensation Insurance — California statutory amount of \$1,000,000 per accident (required for firms with employees)
- Employers' Liability Coverage — not less than \$1,000,000 per occurrence for all employees engaged in project services (required for firms with employees)

Conflict of Interest

A conflict of interest exists when a consultant has the opportunity to advance or protect their own interest, or the interests of others with whom they have a relationship, in a way that is detrimental to or potentially harmful for the integrity or fundamental mission of First 5 Orange County, or that renders the consultant unable, or potentially unable, to provide impartial assistance or advice.

Consultants will be required to disclose potential conflicts of interest as soon as they become known, or prior to engaging in any services for a First 5 Orange County-funded organization, whichever comes first. Even the perception of a conflict of interest must be avoided and may require restriction of the consultant's scope of work or disqualification from providing further services. First 5 Orange County staff will consult with legal counsel regarding potential conflicts at the earliest opportunity. Remedies may include, but are not limited to, removing the consultant from decision-making, limiting the consultant's exposure to the decision-making process, or other available measures.

Cancellation of RFQ

First 5 Orange County may cancel or withdraw this RFQ at any time without prior notice.

Compliance with Laws

All applications submitted in response to this RFQ must comply with current federal, state, and other applicable laws.

Severability

If any provision or portion of any provision of this RFQ is held invalid, illegal, or unenforceable, it shall be severed from the RFQ, and the remaining provisions shall remain valid and enforceable.

ATTACHMENT 1 – CHECKLIST FOR CONSULTANT APPLICATIONS

Applicant Name	
Entity Type	☐ Individual ☐ Corporation ☐ LLC ☐ Partnership
Hourly Rate	
Mailing Address	
Contact Name	
Contact Phone	
Contact Email	<i>Please provide a direct email address, not LinkedIn messaging.</i>
Services Offered	Indicate the type of consulting services being offered: ☐ Photography ☐ Videography ☐ Both Photography and Videography <i>Applicants must demonstrate experience relevant to each subject matter area selected.</i>
Disclosures	Please indicate any potential conflicts of interest and any requests for waivers on general requirements such as insurance: