



REQUEST FOR PROPOSALS

*For Photography & Videography for
OCO's Marketing Plans*

Proposal Deadline: 2/27/26

RFP for Photo and Video Services for OCO Marketing Plan 2026

Oswego County Opportunities, Inc.

www.oco.org

Who We Are & Mission:

Oswego County Opportunities, Inc., is a 501(c)(3) nonprofit corporation/human service agency which was founded in 1966 and operates as the Community Action Agency for all of Oswego County (population 121,000) with program sites in over 100 locations located throughout the county. OCO partners with school districts, religious institutions, community groups, fraternal organizations, businesses & industry, and other nonprofit agencies.

Mission

***Oswego County Opportunities inspires partnerships
and provides services that empower people,
support communities and change lives.***

The organization operates multiple human service departments. The audience or market for OCO's programs and direct services is made up of people of all ages with a higher proportion of individuals experiencing low to very low incomes as well as other challenges ranging from lack of transportation to homelessness, from poor nutrition to experiencing violence, from mental health conditions to social isolation. OCO serves approximately 15,000 people each year via more than 50 services in the following categories:

- ❖ Behavioral Health Services
- ❖ Outreach & Prevention Services
- ❖ Education Services
- ❖ Health Services
- ❖ Nutrition Services
- ❖ Residential Services
- ❖ Transportation Services

OCO ranks among the top seven largest private employers in Oswego County with approximately 550 employees and 1,200 volunteers. The agency is funded primarily by Federal and State dollars along with fee-for-service revenues and a portion of direct support from donors and sponsors, along with proceeds from fund-raising events.

Scope of Work:**Project Overview**

Oswego County Opportunities (OCO) is seeking a photographer/videographer (or creative agency) to document the breadth of our services and our county. The goal is to create a high-quality visual library

of "life-changing work" that spans our entire service spectrum—from prenatal care and early childhood development to youth services, adult support, and senior care.

The "Work. Live. Play." Vision

We believe that OCO is a thread in the fabric of Oswego County. We want to see our services interwoven with the local landscape to demonstrate that our impact happens where our neighbors live, work, and play. The selected partner will be responsible for capturing:

Service Impact (Work): Authentic, dignified action shots of OCO staff and clients. This includes "human-centric" moments in prenatal clinics, Head Start classrooms, youth shelters, and senior nutrition sites.

Community Roots (Live): Portraits of our supporters, volunteers, and the people who make our mission possible, highlighting the diverse faces of Oswego County.

Regional Beauty (Play): Iconic landscape photography that highlights the area's natural assets. We require "hero shots" of locations such as Lake Ontario (shorelines and lighthouses), the Salmon River Falls, and our local parks and trails.

Creative Vision & Objectives

- **Capture the "Heart":** Move beyond staged photos. We need candid, emotive, and dignified imagery that reflects the resilience of our clients and the dedication of our staff and volunteers.
- **60th Anniversary Theme:** Create content that celebrates six decades of community impact while looking forward to the future. Initiative "60 Years of Action. A lifetime of Impact". 60th anniversary logo is at the bottom of this rfp.
- **Consistency:** Establish a consistent visual style (lighting, tone, and feel) that can be used across our website, social media, and print marketing.

Detailed Scope of Services

Photography

- **On-Site Sessions:** Multiple "Day in the Life" shoots at various locations.
- **Subject Matter Samples:**
 - **Early Life:** Prenatal and infant care, Head Start classrooms, Child Care, WIC services and Afterschool programs.
 - **Community Support:** Housing assistance, crisis intervention, and transportation services.
 - **Senior Care:** Meal Kitchen, Dining Centers, Home delivered Meals
 - **Healthy Living:** Cancer services, Migrant services, Assistance applying for health insurance
 - **Residential:** People who call OCO "home"
 - **Stakeholders:** Meet our volunteers, supporters, funders
 - **Scenery:** Capture the natural beauty of Oswego County
- **Deliverables:** A minimum of **125** high-resolution, edited digital images with full usage rights.

Videography

- **60th Anniversary Signature Video:** A 2–3 minute "Anthem" video highlighting OCO's mission, history, and current impact.
- **Program Vignettes:** 3–5 short "impact stories" (30–60 seconds each) focusing on specific service areas for media use.
- **B-Roll:** Raw, high-quality footage of various sites for future use.

Technical Requirements & Logistics

- **Editing:** Full post-production including color grading, audio leveling for video, and basic retouching for photos.
- **Sensitivity & Privacy:** The contractor must be professional and empathetic when working with vulnerable populations and sign a confidentiality agreement. OCO is committed to a trauma informed approach.
- **Release Management:** Coordination with OCO staff to ensure all subjects have signed the necessary photo/video release forms.
- **Timeline:** Final assets delivered by **April 3, 2026**.

OCO History and Future:

OCO: A 60-Year Legacy of Changing Lives (1966–2026)

The Beginning: A "Venture in Faith" (1966)

Oswego County Opportunities was born out of the "War on Poverty" chartered on **March 15, 1966**. In those early days, the agency was a small, ambitious idea with almost no funding. Our first Executive Director, E. Peter Geitner, famously called OCO a "**venture in faith**"—a group of dedicated neighbors seeking to renew the life of their community "hand in hand with those who were the tired, the poor, and the disadvantaged."

- **Then:** A handful of volunteers and a single focus on anti-poverty.
- **First Milestones:** In 1971, OCO secured its first grants—\$17,000 for migrant support and \$60,000 to open the county's first Family Planning Center.

The Evolution: Closing Gaps

Over the decades, OCO realized that poverty isn't just about income, it's about access. We evolved to meet the "in-between" needs of our neighbors:

- **1970s–80s:** Expansion into Head Start and early childhood education.
- **1990s–2000s:** Building a safety net for those in crisis, including homeless services and the Services to Aid Families (SAF) program for survivors of domestic violence.
- **2010s–Today:** Growing into one of the county's top private employers, managing a \$30M+ budget with over 50 programs.

OCO Today: A Life-Cycle of Care

Today, OCO is a pillar of Oswego County, serving **15,000+ residents annually**. We are unique because we walk with people through every stage of life:

- **Beginning:** Through the **OPTIONS** and **WIC** programs, we support prenatal health and new parents.
 - **Growing:** Through **Discovery Learning Center**, **Head Start** and **After School** programs, we ensure children have the education and nutrition they need to thrive.
 - **Sustaining:** We provide transit, housing, and mental health support for adults and families.
 - **Aging:** Our **Nutrition Home Delivered Meals** (Meals on Wheels) and **Senior Dining Centers** support services ensure our elders live with dignity and independence.
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Why This Matters for the RFP

For your photographer, the "scope" is about capturing this transformation. You aren't just looking for photos of buildings; you are looking for:

- **The Continuity:** The same "venture in faith" from 1966 alive in a 2026 classroom.
- **The Dignity:** A senior receiving a meal or a young mother in a prenatal visit—captured with the respect they deserve.
- **The Impact:** The 60-year story told through the faces of the people who make Oswego County strong.

Key Marketing & Communications Goals for this Strategic Proposal:

- To establish and maintain brand identity
- To raise awareness, visibility, and credibility of OCO, and to communicate its message, mission, and position
- To attract new sponsors, donors, volunteers, and consumers
- To attract and retain a talented workforce
- To position the organization for connectivity and relevance with government, funders, and community stakeholders
- To work effectively with all media
- To create effective collateral marketing materials for the organization

Budget:

Price Transparency and Value. OCO has elected not to disclose a formal budget range for this project. Our objective is to identify the most innovative and cost-effective solution that fulfills the requirements outlined in the Statement of Work. Proponents are encouraged to submit their most competitive pricing.

OCO believes in empowering people and providing the platform for talent to shine. We recognize that excellence is not exclusive to large-scale firms or established veterans. As such, **service providers of all skill levels and sizes are encouraged to submit a proposal.**

Timeline

RFP Submissions due 2/27/26

Scope of work completed by 4/3/26

Proposal Requirements – please include the following in your proposal:

1. Your name, name of business, address, phone number
2. Identify key personnel who work on the project and include relevant experience.
3. Profile including range of activities and/or consultant experience (résumé or CV).
4. Approach to achieving key goals (include your vision for the project, specific actions, budget, how actions will be shared).
5. Timeline.
6. Plan of incorporating use of existing logo and taglines (*attached at end of RFP*)
7. Sample of photography and videography (*PDF files preferred*)
8. Client list and 3 references.
9. Any other aspects that uniquely qualify you to work with OCO.
10. Please include any in-kind service time, if appropriate/applicable.

Evaluation of Proposals:

Proposals may not be considered if they do not include all the items listed under the “Proposal Requirements” section herein.

The following factors will be considered during the evaluation process:

- **Project Vision and Understanding:** The responsiveness of the proposal in clearly stating an understanding of OCO’s vision and a creative approach to documenting our mission.
- **Creative Potential and Experience:** The proponent’s ability to execute projects of similar scope. While experience with nonprofit organizations is a plus, we will look closely at your portfolio to see how you capture "human connection" and local scenery.
- **Qualifications and Passion:** The skills of the individuals assigned to the project. We are looking for partners who are not only technically capable but also empathetic and professional when working with our diverse client base.
- **Budget and Rate Schedule:** Proposals will be evaluated on the transparency and cost-effectiveness of their pricing. We are looking for the best value that allows both OCO and the creator to succeed.

- **Diversity and Inclusion:** As part of our commitment to community empowerment, NYS Certified M/WBEs (Minority and Women-Owned Business Enterprises) are strongly encouraged to submit proposals.

The selected contractor will be notified by **March 3, 2026**. A signed contract will be issued.

OCO will not be liable for any costs incurred for work performed to develop and produce proposals. Nor will OCO be liable for any work performed prior to the execution of said contract.

OCO reserves the right to reject any and all proposals, to select a proposal that is not the lowest bid if it meets the needs most effectively, and to clarify or amend the Request for Proposal after its release.

Submission of Proposal:

Proposals are due by **VIA EMAIL by 4:00pm on February 27, 2026, in the office of OCO.**

Email Address: bdolbear@oco.org

Proposals received after the above deadline will not be considered.

For questions about this RFP, please contact:

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Opportunities_{INC.}
Helping People. Supporting Communities. Changing Lives.



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