

Videography and Photography Services – Preferred Vendor Status Expression of Interest (EOI)

Issue Date: March 25, 2026
Closing Date: April 10, 2026



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1. Introduction & Background

The Grande Prairie Regional Tourism Association (GPRTA) is the designated Destination Marketing and Management Organization (DMO) representing a large and diverse tourism region in Northwestern Alberta. The region includes the City of Grande Prairie, the County of Grande Prairie, the MD of Greenview, Saddle Hills County, and several surrounding municipalities and communities.

GPRTA works collaboratively with municipalities, tourism operators, and regional partners to strengthen the visitor economy by promoting the unique experiences, landscapes, and businesses that define Northwestern Alberta.

GPRTA's initiatives help position the region as a destination known for distinctive experiences visitors cannot find anywhere else, from rugged backcountry adventure and northern wilderness to vibrant urban culture, events, and local storytelling.

As part of this work, GPRTA is seeking to establish a preferred list of talented photographers, and videographers/editors who can help visually capture and communicate the evolving story of the region.

GPRTA intends to build ongoing relationships with creative professionals who can be engaged on a project-by-project basis as marketing and promotional needs arise.

2. Purpose of this EOI

The purpose of this Expression of Interest (EOI) is to:

- identify qualified creative professionals interested in collaborating with GPRTA on an ongoing basis
- establish a pre-qualified vendor roster for photography and video production services
- streamline future procurement for creative marketing assets
- build trusted partnerships with vendors who understand the spirit, landscape, and people of Northwestern Alberta

Preferred vendors may be contacted for assignments as marketing campaigns, destination storytelling initiatives, and regional promotional projects are developed.

3. Scope of Services

Working under the direction of GPRTA's Marketing Manager, selected vendors may be engaged to produce visual content that supports regional marketing, storytelling, and tourism promotion initiatives.

Creative professionals should be able to capture the full character of Northwestern Alberta, including:

- Urban and community experiences within Grande Prairie and surrounding towns
- Rural, wilderness, and backcountry environments that showcase the region's natural beauty

Vendors must be capable of producing high-quality visual assets for use across multiple channels, including digital campaigns, social media, tourism guides, advertising, and promotional materials.

Potential services may include (but are not limited to):

- Destination, landscape, seasonal, and wildlife photography/videography across urban, rural, and backcountry environments
- Short promotional tourism videos, social media content, and short-form video editing
- Event coverage (as required)
- Drone footage and aerial imagery
- Tourism experience, and regional storytelling
- Experience with concept development, shot planning, storyboards, and ability to interpret creative briefs and translate brand direction into visual content
- Location scouting, production planning, and talent direction (working with real people and operators)
- Edited photography and colour grading, including delivery of raw footage and B-roll
- Vertical and horizontal formats for digital platforms, including motion graphics, light animation, and audio/voiceover integration
- On-location audio capture (ambient sound, interviews, natural soundscapes)
- Ability to work in diverse environments, including remote, rugged, urban, and seasonal conditions typical of Northern Alberta

- Ability to capture multiple deliverables within a single shoot (photo, video, social) and create modular content for ongoing, multi-channel use
- Understanding of platform-specific content requirements (social, web, campaigns) and ability to produce content optimized for engagement and performance

4. Submission Requirements

Submissions must include:

1. Company profile (including team members or collaborators)
2. Portfolio or website link
3. 2–3 examples of your best work
4. Examples of relevant tourism, destination, or storytelling work (if available)
5. Equipment and capabilities (drone, 4K video, editing software, etc.)
6. Pricing structure or rate sheet
7. Availability and service area
8. Typical project turnaround times
9. Two professional references

5. Evaluation Criteria

GPRTA will use these criteria to identify vendors whose capabilities and creative approach align with the organization's needs. Selection to the preferred vendor list will also be based on overall fit.

- Portfolio quality, creativity, and storytelling ability – 45%
- Relevant tourism experience and ability to capture diverse environments – 15%
- Digital-first content expertise and understanding of platform requirements – 15%
- Technical capabilities, production readiness, and ability to deliver efficiently – 15%
- Pricing, overall value, and professional references – 10%

6. Legal & Contractual Considerations

This Expression of Interest (EOI) is not a tender and does not create contractual obligations between GPRTA and any Vendor. Inclusion on the preferred vendor list does not guarantee work; however, it reflects GPRTA's intent to engage a roster of trusted, experienced vendors who understand the organization's brand, regional priorities, and destination marketing objectives, and who may be called upon as project needs arise.

GPRTA reserves the right to:

- accept or reject any submission
- request additional information from vendors
- cancel or amend this EOI process at any time

Preferred vendors may be engaged on a project-by-project basis under separate written agreements governed by the laws of the Province of Alberta.

Vendors may be required to provide proof of insurance, WCB coverage, and compliance with all applicable provincial and federal regulations.

Unless otherwise negotiated, all intellectual property and deliverables—including final edited assets and associated project files—created through contracted projects shall be the property of GPRTA. GPRTA shall retain and archive all materials for ongoing and future use.

7. Submission Instructions

Expressions of Interest must be submitted electronically in PDF format to:
marketing@gptourism.ca

Subject Line: Expression of Interest – Preferred Creative Vendor

Submission Deadline: April 10, 2026

Late submissions will not be accepted.

Vendors will be notified of preferred vendor selections via email by April 17, 2026.

8. Confidentiality

Information provided by GPRTA shall be treated as confidential and used solely for the purposes of preparing the proposal and performing any resulting contracts.