

# **Request for Quotes**

## **2021 Florida State Fair Photography Services**

### **Reponses due by March 26, 2021**

#### **Introduction**

The 117th annual Florida State Fair will take place April 22 – May 2, 2021 at the Florida State Fairgrounds. The fair is one of the largest events in the state, averaging approximately 450,000 people each year. In addition to the fair, the fairgrounds is home to more than 150 events annually with a combined attendance of over 1,000,000 people.

The Florida State Fair is known for the value it brings to guests. For the price of admission, customers can experience a multitude of entertainment from around the country, or see competitive exhibits featuring baking, fine art, needlework, crafts, woodworking and technology. The Mildred W. and Doyle E. Carlton Jr. Cracker Country Living History Museum is open every day of the fair and offers guests a chance to take a stroll back in time and experience rural Florida living before the turn of the 20th century. In addition, guests can experience fish and wildlife exhibits, agricultural exhibits, a big top circus, unique shopping experiences in our Expo Hall and Craftsmen’s Marketplace, tractor pulls, a demolition derby, and dozens of other family-oriented activities.

The Florida State Fair also features the largest carnival midway in the United States with over 90 rides and attractions, including the largest traveling ferris wheel in North America. The fair also has some of the most amazing and unique fair food items, as well as plenty of traditional favorites that guests return to enjoy year after year.

#### **Project Scope**

The selected photographer(s) will be responsible for capturing images during the 2021 Florida State Fair, April 22 – May 2, 2021. The photographer(s) will be expected to source models for images showcasing the guest experience at the fair, including getting tickets at the gate, enjoying fair food, shopping in many of our retail areas, on rides etc. The photographer(s) will also need to capture the Florida State Fair as a whole, encompassing the midway area, expo hall shopping areas, food stands, entertainment acts, guests enjoying the fair, etc. along with any special events throughout the duration (see special events list). Photographer(s) do not have to stay at each event for the duration, only so long as is necessary to capture an adequate number of high-quality images that “tell the story” of the event or area of the fair. The intended use for these images is for marketing and communications efforts for the future state fair campaigns (social media, newsletters, billboards, digital ads, etc.). Photographer(s) will also be required to obtain photo releases from subjects captured within images. Images provided should be high resolution .jpgs (raw files preferred), sorted and labeled according to

photograph content, delivered within three weeks after the completion of the Florida State Fair on an external hard drive. Quotes should encompass all anticipated expenses. Tickets and armbands for models to gain access to the fair will be provided.

### Submissions

Quotes and related material should be submitted by 5:00PM on March 26, 2021 via email to the contact information listed below. Any questions can also be submitted using the contact information below as well.

### Contact

Corey Darnell  
Creative Director  
Florida State Fair Authority  
[Corey.Darnell@FloridaStateFair.com](mailto:Corey.Darnell@FloridaStateFair.com)  
Office: 813.627.4319

### Special Events List

Event	Date	Time
Flip the Switch	4/22/21	6:30 AM
Fresh from FL Breakfast	4/22/21	7:00 AM
Deep Fried Dash 5K	5/1/21	7:00 AM – 9:00 AM
Champion's Contest	5/3/21	2:30 PM
Champion's Awards	5/3/21	5:30 PM
Other Events	TBD	