CROOKED RIVER ROUNDUP

Request for Proposal - PRCA Rodeo Photographer

Issuing Organization	Crooked River Roundup
Event	Crooked River Roundup
Event Dates	June 24-26, 2027
Venue/Arena	Susie Pape Arena, Crook County Fairgrounds
Estimated Attendance	3,000 - 5,000 per night
Performances & Slack	Thursday, Friday & Saturday evening performances
Sanctioning Body	PRCA & WPRA
RFP Point of Contact	Laura Davis, lauradavis@crookedriveroundup.com
RFP Release Date	November 27, 2026
Proposal Submission Deadline	January 31, 2027

1. Introduction & Background

The Crooked River Roundup is issuing this Request for Proposal (RFP) to solicit a qualified, PRCA carded, in arena photographer to capture images at the 2027 rodeo. This RFP describes the required scope of services, the qualifications proposers must demonstrate, the proposal submission requirements, and the criteria that will be used to evaluate proposals.

The Crooked River Roundup Rodeo and Races are the pride of Prineville, the Cowboy Capital of Oregon. In addition to producing one of the PRCA's top sixty rodeos, the Board of Directors also produce Oregon's largest Pari-Mutuel horse race meet every July.

2. Purpose

The purpose of this RFP is to select a single, qualified vendor ("Contractor") to serve as the Professional Rodeo Photographer for the Crooked River Roundup on June 24-26, 2027. The selected Contractor will be responsible for capturing the rodeo experience, as described in Section 3, and working in coordination with the Crooked River Roundup Marketing Director and Social Media Manager.

3. Scope of Services

The selected Contractor shall provide, at minimum, the following services for each performance of the event:

- Photograph in-arena rodeo action and the fan experience for all three performances, June 24, 25 and 26, 2027.
- Images to be available for advertising, print, and social media use by Crooked River Roundup within four weeks of completion of the Rodeo.
- Provide fully edited images from each performance.
- Be willing to collaborate with the Crooked River Roundup marketing team on social media content, including coordinating photo selections, providing images for timely posts, and assisting with content needs during the Rodeo.
- Potentially photograph other associated events, to be discussed and agreed upon by both parties.

4. PRCA Sanctioning Requirement

This event is a PRCA-sanctioned rodeo. Proposers must be in good standing with the PRCA and demonstrate current qualification/certification (as applicable to their role) to provide in arena photography at PRCA-sanctioned events.

5. Vendor Qualifications

Proposers should demonstrate the following minimum qualifications:

1. Experience at events of comparable size and scope (comparable attendance/number of performances).
2. Current general liability insurance meeting the venue's/organization's minimum coverage requirements.
3. References from at least two (2) comparable rodeo committees or venues served within the last two (2) years.
4. No unresolved disputes, sanctions, or disqualifications with the PRCA or comparable rodeo associations.

6. Proposal Requirements

1. Cover Letter/Email — overview, primary contact, statement of interest.
2. Company/Individual Qualifications & Experience — company/individual history, PRCA standing, and a list of comparable events served in the past three years.
3. References — a minimum of two (2) rodeo committee or venue references, including contact information and events served.
4. Certificate of Insurance — proof of current general liability coverage (or a statement of ability to provide upon award).

5. Fee Proposal — an itemized, all-inclusive fee for the full scope of services described in Section 3, including any optional add-on services and payment terms.

6. Sample Work — links to or copies of sample photography and prior event coverage, where available.

7. Evaluation Criteria

Proposals will be evaluated by the Crooked River Roundup Marketing Committee. The selected individual or company will be recommended to the Board of Directors for final approval. Evaluation Criteria will include:

- PRCA Sanctioning Status & Standing
- Social Media experience
- Rodeo photography

8. Proposal Submission

Proposals must be submitted electronically to:

Laura Davis, Marketing Director
LauraDavis@crookedriverroundup.com

9. General Terms & Conditions

- This RFP does not obligate the Crooked River Roundup to award a contract and may be amended, withdrawn, or cancelled at any time.
- The Crooked River Roundup reserves the right to reject any or all proposals, waive minor irregularities, and negotiate final terms with the selected proposer.
- All costs incurred in preparing and submitting a proposal are the sole responsibility of the proposer.
- The selected Contractor will be required to execute a services agreement with the Crooked River Roundup prior to the event, including insurance, indemnification, and cancellation/weather-contingency terms.
- Proposal contents may be subject to public disclosure requirements, if applicable under Oregon law.

10. Questions & Contact Information

All questions regarding this RFP should be directed to the point of contact below. Questions and answers may be distributed to all proposers to ensure a fair process.

Laura Davis, Marketing Director
Crooked River Roundup
208-553-1649 LauraDavis@crookedriverroundup.com