



**ATLAS COAL MINE
NATIONAL HISTORIC SITE**

Request for Proposal (RFP) – Film & Photography Services

Atlas Coal Mine National Historic Site – Marketing Content

Introduction

The Atlas Coal Mine National Historic Site (Atlas) is seeking a creative firm to produce high-quality photography and video assets for use across a range of marketing initiatives, including our website, social media, digital advertising, email campaigns, and other promotional efforts.

The selected creative firm must demonstrate a clear understanding of our historic designation and must adhere to all guidelines and regulations required by this designation (no areas of site may be modified or adjusted to accommodate this project including buildings and landscape). For more information about us, visit www.atlascoalmine.ab.ca

Project Overview

The Atlas is seeking a creative firm to collaborate on a multi-day film and photography shoot that captures both the visitor experience and the dramatic landscape of our site. Content will feature general visitation—our facilities, gift shop, exhibits, and guest experience—as well as three signature tours: the Mine Portal Hike, Train Tour, and Processing Plant Tour (Tipple).

Set against a rugged bluff in Alberta's badlands, the Atlas offers a visually striking backdrop. This project will highlight our immersive experiences and unique setting to spark curiosity, excitement, and a sense of adventure—ultimately driving ticket sales and increasing visitation to both the Atlas and Drumheller.

Key Deliverables

Staged shots ideally with models/actors and potentially some volunteers. We'd like to appeal to a wide range of demographics with an emphasis on families with children, and couples age 30-55. Due to the size and location of our site, a creative firm licenced and insured to complete drone photography and video would be considered an asset.

Desired Content for inclusion in deliverables:

- **General Visitation**
 - Guests interacting with Visitor Services staff (checking in, receiving information) and Heritage Interpreters (asking questions, viewing artifacts)



ATLAS COAL MINE NATIONAL HISTORIC SITE

- Guests interacting with site (pointing at features, posing with photo-ops, interacting with exhibits)
- Guests interacting/shopping in the gift shop
- Guests enjoying ice cream/treats outside with site features in the background
- Guests having FUN!

- **Atlas Tours**
 - Train Tour (our most popular and accessible tour)
 - Heritage Interpreters briefing guests about train
 - Guests sitting in the train, having fun, excitement!
 - Train car(s) loaded with guests, site features in the background
 - Mine Portal Hike
 - Heritage Interpreters briefing guests/preparing for the hike
 - Guests putting on their helmets, headlamps, belts
 - Guests hiking up the hill, being led by Heritage Interpreters
 - Guests experiencing the underground Mine Portal
 - Views from the Mine Portal Hike, looking down at site features
 - Processing Plant Tour (Tipple)
 - Guests interacting with Heritage Interpreters outside the Tipple
 - Guests walking up and down the gantry to the top of the Tipple
 - Guests inside the Tipple, interacting with the Heritage Interpreters, looking at features, coal samples etc.

- **General Site Images**
 - Shots highlighting site features, buildings, exhibits, and overview/landscape. Drone images would be considered an asset.

Photography Deliverables: 75-100 Images exported both in high-res and low-res (web) formats

Video Deliverables: 4-5 short 15-30 second videos for use in social media and Google paid ads, as well as a video for use on our website homepage. Potential Video themes are:

1. General Visitation
2. Visit – focus on Train Tour
3. Visit – focus on Mine Portal Hike
4. Visit – focus on Processing Plant Tour
5. Visit – highlighting the beauty of the Atlas landscape

Objectives & Goals



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This project aims to:

- Increase engagement and brand awareness by showcasing the Atlas as a must-visit destination.
- Showcase our site's dramatic landscape.
- Attract a diverse audience by portraying families, couples, and adventure-seekers enjoying our site.
- Drive ticket and tour sales by creating visually engaging content optimized for digital platforms, including social media, website, and digital advertising.

Scope of Work

The selected firm will:

- Plan and execute a multi-day shoot at the Atlas, capturing photography and video content.
- Provide a detailed shot list and creative brief in advance, coordinating with Atlas staff.
- Ensure a diverse representation of visitors within the completed content, coordinating with Atlas staff.
- Complete the project in compliance with our site designation requirements.
- Deliver professionally edited high-resolution images and videos optimized for web and social media use as outlined above.

Timeline & Milestones

- Proposal Deadline: August 24, 2025
- Selection & Contract Finalization: August 29, 2025
- Pre-Production/ Film & Photography Shoot: September 2025
The shoot must be coordinated around our overall site operations.
- Final Deliverables Due: No later than November 31, 2025

Budget

- Proposals should include a detailed budget breakdown, including:



ATLAS COAL MINE NATIONAL HISTORIC SITE

- Photography and videography services
 - Editing and post-production
 - Licensing fees (if applicable)
 - Travel and accommodation costs (if applicable)
- **A budget of \$4500 has been allocated for film and photography services associated with this project.**
- Please note: A separate budget for talent will be managed by the Atlas Coal Mine in collaboration with the selected creator.

Submission Requirements

- A cover letter introducing their team and relevant experience.
- A portfolio with examples of similar work, particularly tourism or heritage projects.
- A detailed budget with an itemized breakdown.
- A proposed timeline for completion.
- The successful Proponent must provide proof of General Liability Insurance in an amount not less than Two Million Dollars (\$2,000,000) with the Atlas Coal Mine Historical Society named as an additional insured.

Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and storytelling ability
- Experience with heritage/tourism projects
- Technical expertise
- Budget feasibility
- Proposed timeline



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For questions or to submit proposals:

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Deadline for submissions: 11:59pm, August 24, 2025