



firefly
photography

**COMPANY PROFILE
AND
PROPOSAL FOR
INVITATION TO QUOTE (ITQ):
Provision of Photography Services**

Presented By :

Benny Chow

Co-Founder and Project Manager
benny@fireflyphotographysg.com



Index

1. Statement of Declaration
2. Company Profile
3. Photographer's Resume & Portfolio
4. Videographer's Reume & Portfolio
5. Company Brief History and Track Records
6. Portfolio
7. Reference Contacts for Pass Relevant Projects
8. Additional Relevant Services
9. Testimonials



1. Statement Of Declaration And Acknowledgement

Firefly Photography Pte Ltd, its shareholders, partners or directors and any employees to be handled to assign the project are not serving any Grass Root leaders (GRLs) and non of the spouses, children and are GRLs, STB and/or PA employees.

Firefly Photography Pte Ltd have read through, digested and acknowledged the principle criteria and requirements specifications of the ITQ for the provision of photography services.



2. Company Profile

<i>S/N</i>	<i>ITEM</i>	<i>Description</i>
A.	<u>Company Profile</u>	
1	Name of Company	Firefly Photography Pte Ltd
2	Company/Business Registration No.	201220312E
3	Company Type	Limited Exempt Private Company
4	Company Studio/Office Address	A'Posh Bizhub, 1 Yishun industrial Street 1, #07-11 Singapore 768160
5	Company Website And Facebook Page	http://fireflyphotographysg.com/ https://www.facebook.com/fireflyphotographysingapore
5	Name of Contact Person Office, mobile number and Email address	Benny Chow 66946123, 91460657 benny@fireflyphotographysg.com
6	Company Principle Activites	Provide Professional Photography, Videography and Media-related services

3. Team Details

<i>S/N</i>	<i>Name</i>	<i>Details</i>	<i>Relevant Portfolio</i>
1	Darren Koh	Co-Founder 10 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
2	Isaac Swa	Full Time Senior Photographer 5 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
3	Koe Zhen Cheng	Full Time Senior Photographer 5 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
4	Foo Yong Ting	Full Time Senior Photographer 3 Years Commerical Photography Experience	Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
5	Joey Tay	Full Time Senior Photographer 3 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
6	Jonathan Goh	Contracted Senior Photographer 5 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014
7	Rick Ho	Contracted Senior Photographer 3 Years Commerical Photography Experience	People's Association Passion Arts, Cultural Events & Fiesta, People's Association Integration Term Contract, Chingay 2014



4. Videographer's Resume & Portfolio

<i>S/N</i>	<i>Name</i>	<i>Details</i>	<i>Relevant Portfolio</i>
1	Faez	Head of Video Department 10 Years Commerical Videography Experience	People's Association 2013 - 2014 Integration term contract, Mindef, MTI, MHA
2	Rayden	Head of Video Department 10 Years Commerical Videography Experience	People's Association 2013 - 2014 Integration term contract, Mindef, MTI, MHA
3	Hameez	Full Time Videographer 3 Years Commerical Videography Experience	People's Association 2013 - 2014 Integration term contract, Mindef, MTI, MHA



5. Company Brief History and Track Records

5.1 Company Brief History

In 2008, Firefly Photography started out as 2 freelance photographers, providing professional photography services such as weddings, corporate events and advertorial photography.

In 2012, Firefly Photography Pte Ltd was incorporated and has since worked with corporate companies such as Groupon as well as Government entities such as Health Promotion Board, Grass Root Clubs. After a period of 4 months we now have a fully functional photography studio.

Firefly Photography employs photographers that excel in various photography expertise such as family photography and event coverage photography specifically.

5.2 Professional Services Provided

- Photography Coverage
- Post Production and Editing Services
- Videography Coverage
- Design Services

5.3 Companies Serviced

- The People's Association
- Various GRCs
- Prudential
- NTUC
- SPH
- IRAS
- NEA
- Health Promotion Board
- NIE
- Various Secondary Schools
- NDP 2014
- Mindef
- MOE



6. Relevant Portfolio

The portfolio images on the pages under “ Relevant Portfolio “ are part of actual full albums. Full albums are available for viewing upon a non-obligational meeting as the full albums’ file size are too large to be uploaded to Gebiz.



6. Relevant Portfolio

6.1 PA Passion Arts 2013

Full Month Coverage for the Passion Arts Event from March 2013 - April 2013. It involves all principle activities at multiple locations, multiple photographers covering different parts of events at the same time, conferences, workshops, key appointment holders, contributors, lunch meetings and to conceptualize the vibrance and multicultural society of Singapore.



Village of 5senses

Capturing key elements of the event is crucial to reach out to the greater audience to highlight the nation's community spirit. View more on next page!

6. Relevant Portfolio



Marine Parade Rock



Glitters Under the stars



6. Relevant Portfolio



Dazzling Colors



YesterYear Once More



6. Relevant Portfolio

6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

One of our biggest Scale project yet, this involves capturing key moments, key personnels, rehearsals, post meetings and various sponsors.



6. Relevant Portfolio

6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

Compilation of behind the scenes emotives. Capturing moments of performers and the unsung heroes



6. Relevant Portfolio

6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

One of the key techniques is to “ninja” our way, using zoom lens to capture moments when they are unaware, or suddenly popping out to capture these key elements where most of them are camera shy.



To deliver message of the picture, sometime we do get them involve in conversation or activities and capture display harmony among old & the young, people of different background, race and religion working hand in hand.



6. Relevant Portfolio

6.2 Chingay 2014

Capturing Key Moments.



6. Relevant Portfolio

6.2 Chingay 2014

Many Behind the scenes of the unsung heroes and audience enjoying themselves with the performers.



6. Relevant Portfolio

6.2 Chingay 2014 - A Paranomic Perspective



6. Relevant Portfolio

6.3 PA Integration Division November 2013 - April 2014

Term Contract for the PA integration division, it involves both photography and videography for almost all events documenting and archiving residents and community integrating into Singapore society and participating in activities together at multiple events.



6. Relevant Portfolio

6.3 PA Integration Division November 2013 - April 2014 - Part 2

One of the core components of this project is to capture residents of different race, language and religion participating in activities and having fun together, to be able to tell a “ Story “ behind an image and delivering an important message.



6. Relevant Portfolio

6.3 Other Past Events

A list of our recent and pass event coverage

People's Association Intergration ITQ Term Contract
People's Association Chingay 2014 Pre, actual day and Post Event
Marine Parade Cultural Fiesta
SingPost KKH Event at United Square
Marine Parade GRC, Mountbatten & Potong Pasir SMCs National
Citizenship Ceremony
Scholastic Education International Carnival
Marine Parade GRC Citizenship Ceremony
Potong Pasir SMCs Citizenship Ceremony
CozyCot Beauty Forum
West Coast GRC Pre Performace Audition Videography Coverage
West Coast GRC Launch of One Connect Program
SPH ST701 Trade Launch at Hardrock Cafe
Singapore Enviromental Council Shell Eco-Challenge at Scape
Forum For the Future Charity Event
Marine Parade GRC Citizenship Ceremony
Loreal R&D Event Shoot
International Design Convention
NTUC Income Run350
The Pink Ribbon Project 2013 at Marina Bay Sands
- Many more!



7. Reference Contacts for Pass Relevant Projects

7.1 Integration Division

Jeffrey Tsai | Programme Coordinator | Integration Division
People's Association | 9 King George's Avenue, Singapore 208581
| DID: 63456537 | FAX: 64402467
Website: www.PA.gov.sg

Job reference

Integration ITQ term contract 2014
Appreciating Cultural Diversity
Cashew INC Fesita 2013
Sengkang Countdown
Annual Ponggol celebrations
Integration carnival 2014
Sembawang Zone J Briskwalking
West coast GRC food Carnival
ColourFestival @ Taman Jurong

7. Reference Contacts for Pass Relevant Projects

7.2. Marine Parade GRC

**Rena Tan | Constituency Manager | Marine Parade CO (GCD Office)
People's Association | 278 Marine Parade Rd, Singapore 449282 | DID:
63467703 | FAX: 63460397 | www.pa.gov.sg**

Job reference

Group Citizenship ceremony

Alice in wonderland theme – citizenship ceremony

International cultural Fiesta creative flea market

Cultural night event



7. Reference Contacts for Pass Relevant Projects

7.3 Chingay 2014

Zheng Kai Jie (MS)
Senior Manager (Marketing & Communications)
Singapore Chingay and Events Network
DID: 6340 5421
Email: ZHENG_Kai_Jie@pa.gov.sg

Job reference
Chingay ITQ Term contract 2014



8. Additional Relevant Services

8.2 Photobooth + Instant 2R/4R Print Service

How it works:

A backdrop setup + printers + lighting will be setup at the ballroom/venue area. Guests can come to the booth and get their photos taken and printed almost instantly. Each guest in the picture will receive a 4R print in a plastic wrapper almost instantly.

Deliverables:

1 X Professional Photographer
1 X On-Site Attendent
UNLIMITED 4R Prints
All equipments setup inclusive
Simple customized border suited to your event/company theme provided 1 X Changes (Sample attached)

Complimentary

4R Transparent Holders for Each Photo
All images captured will be edited and provided in high-resolution soft-copies as well

Recent Clients for Photo-Booth events .:

Star Alliance Networking Event
SGH Scholarship award ceremony
SIA appreciation night
AllianceBernstein 20th Anniversary Night
Weddings
Photobooth Vendor For Nestle Singapore
Many more!



8. Additional Relevant Services

8.2 Photobooth + Instant 2R/4R Print Service Samples



9. Testimonials

