



# Stephenville Theatre Festival (STF)

Request for Proposal: Graphic Design Services

March 11, 2019

## **Expected Designer Qualifications**

- Possess up-to-date knowledge to interpret needs and design solutions with high visual impact.
- Proven graphic designing experience.
- Possession of creative flair, versatility, conceptual/visual ability and originality.
- Demonstrable graphic design skills with a strong portfolio.
- Ability to interact, communicate and present ideas.
- Up to date with industry leading software and technologies (Ex: In Design, Illustrator, Dreamweaver, Photoshop etc).
- Highly proficient in all design aspects.
- Professionalism regarding time, costs and deadlines.

## **Expected Duties**

- Work on a variety of visual materials (print and digital), including website, events posters, e-banners (social media), various advertisements, sponsorship packages, among other needs.
- Meet with STF representative to determine the scope of a project (online or in-person).
- Advise STF on strategies to reach a particular audience.
- Determine the message the design should portray.
- Create images that identify an event or convey a message.
- Develop graphics for events, such as illustrations
- Select colors, images, text style, and layout.
- Present the design to a STF representative.
- Incorporate changes recommended by STF representative into the final design.
- Review designs for errors (ex: typos, mismatched graphics, etc.) before printing or publishing them.

## **General Requirements**

- All final print materials will be owned by STF (including data files). STF may need the ability to update and maintain files (such as changing date, time, cost, etc.) for future use as needed.
- All artwork will be owned by STF – including the ability to use artwork in additional materials (be it print, web, t-shirt designs, electronic media, etc.) if we so choose.
- STF reserves the right to reject any or all bids, and to accept or further negotiate cost, terms, or conditions of any bid determined by STF to be in our best interests even if not the lowest bid.

## **Deliverables**

This RFP is primarily for the creation of unique designs of STF 2019 Season events/programming/services that require design materials but other materials may be considered as required.

The following is a current list of materials required materials related to the 2019 Festival Season; posters, signage, sponsorship package, a season program, comp tickets, brochure, website updates.

## **Period of Contract**

- The award period for this service will be April 1, 2019 through December 31, 2019.
- This service may be renewable/extendable upon mutual agreement, but at the discretion of STF.

## **Proposal Submission**

### **Official Communications and Inquiries**

This RFP will be posted on the STF Website at [www.stephenvilletheatrefestival.com](http://www.stephenvilletheatrefestival.com) and sent by invitation to previous graphic designer who have volunteered and occasionally contracted by STF.

Prospective bidders may submit written inquiries via e-mail to [stfgeneralmanager@gmail.com](mailto:stfgeneralmanager@gmail.com) to obtain clarification of the work requirements.

### **Contract Award and Negotiation**

All proposals will be evaluated on presentation of all qualifications. Cost is only one consideration of the requirements and is not the deciding element. The criteria will consider location, creativity, flexibility, and experience.

STF will entertain joint/sub-contracted proposals, where appropriate proof of competence can be established. In the event that there is only one bidder on the project, STF reserves the right to negotiate for the services with the bidder submitting the proposal in lieu of accepting the proposal as is.

The selected bidder will be notified on or before **March 29, 2018**.

### **Response Format**

The deadline to submit proposal and materials is **Friday, March 22, 2019 at 5:00 p.m.**

Please submit a copy of the proposal with supporting documents as a **single PDF by email** to [stfgeneralmanager@gmail.com](mailto:stfgeneralmanager@gmail.com), the pdf can contain links to work if necessary.

The following items are to be included in your proposal. All materials submitted will be retained by STF:

- **Cover Letter**

Letter should introduce the designer/firm, provide a summary of qualifications as well as any exceptions to the RFP (if any).

- **Designer/Firm Information and/or Resume**

Provide the name, address, phone number, name of principals if applicable, main project contact, and website. Year established and/or year began providing graphic design services. A comprehensive list of services that is provided and describe previous graphic design experience.

- **Designer/Firm References**

Provide the names and contact information for two client references. (We reserve the right to contact the references provided as well as other references without prior notification.) It is preferred, but not required that bidders have experience providing services to non-profit organizations and/or Festival or Theatre Groups.

- **Samples of Similar Work**

Provide three examples of previous graphic design work that includes at least one multi-page newsletter/magazine.

- **Approach to Scope of Work**

Briefly describe any project approaches or ideas that the designer/firm feels will separate them from other bidders.

**Proposed Timelines**

Provide specific timelines or schedules that the designer/firm would require in order to have materials on time.

**Value/Cost**

Provide itemized cost for the following:

- Design services per event promotional posters
- Design services per event promotional sponsorship program