

# Request for Proposal for Graphic Design Services

Posted: October 1, 2019



## GENERAL INFORMATION

The purpose of this request for proposal (RFP) is to obtain proposals from graphic designers interested in working with the Hamilton Fringe to provide graphic design services starting December 1, 2019 – November 30, 2020 under the guidance of the Executive Director.

## RFP PROCESS AND RESPONSE FORMAT

The deadline for receipt of all proposals by email is end of day **Friday, October 25, 2019**. Proposals must be delivered electronically to Associate Producer, Franny McCabe-Bennett, [admin@hamiltonfringe.ca](mailto:admin@hamiltonfringe.ca).

## PROPOSAL CONTENT

The following items are required to be considered:

- Cover letter (optional)
- Bio and C.V.
- Briefly describe your project management process. List any supplementary costs you might foresee to deliver on the scope detailed below
- No less than 3 samples of previous work and sample client list submitted for review

## HAMILTON FRINGE BACKGROUND

The Hamilton Fringe strives to make theatre welcoming and affordable to both audience members and theatre makers and is committed to fostering the development of professional artists in Hamilton.

Across 13 venues and featuring 58 artistic companies with over 400 performances, this past summer's festival focused on families. Our first daytime and weekend Family Fringe at Theatre Aquarius attracted a record 800 children to the three shows. The addition of Kids Club to our outdoor patio and free activities meant that there were more opportunities than ever before for families to flock to the festival action at Gore Park.

Throughout the year Hamilton Fringe continues to produce ALERT, Frost Bites, and has proposed a fall 2020 launch of Hamilton Theatre Awards to stimulate the growth of professional theatre in Hamilton by recognizing the exceptional achievements of local artists. The awards aim to enrich the theatre culture by honouring the theatre-makers, nurturing the emerging talents, and awarding innovation and growth.

## COMPENSATION

\$5,000 fee for the project paid at milestones and upon receipt of Invoice. Additional expenses will be reimbursed including: Stock Photography, Artwork and/or material needed for the project.

## SCOPE

Combined for the productions (2020 Frost Bites, and 2020 Hamilton Fringe Festival—includes Family Fringe and Fringe Club brands, 2020 Hamilton Theatre Awards TBD), the graphic designer will produce the following:

- online digital design (social media, website banners, etc.)
  - e-newsletter/donor newsletter graphics for the productions
  - online and print ads (6-10 media partners annually)
  - promotional print work (2-3 postcards)
  - Frost Bites poster (photography to be provided by Hamilton Fringe).
  - advertising packages for the productions (2)
  - sponsorship deck/donor material
  - program layout and design for the productions. 60 pages in total. Illustration elements and photography to be provided by Hamilton Fringe
  - merchandise branding (buttons, t-shirts, etc.)
  - signage design for (Frost Bites, Fringe Festival, Fringe Club, Kids Club, Theatre Awards)
  - festival passes (Frost Bites, Fringe Festival)
- Note that the Hamilton Fringe Festival poster is not part of this contract. The finished illustration elements and design will be shared with the graphic designer to be incorporated into advertising and program materials for the Hamilton Fringe Festival.
  - Liaise with Hamilton Fringe to discuss the Marketing material/image requirements with regards to the productions' Marketing.
  - Correspond via email and/or phone with Hamilton Fringe and any other person involved in the marketing and promotion of the productions.

#### TIMELINE

- The 2020 Frost Bites Festival will run from January 30-February 2, 2020, in the Hamilton Waterfront Trust building.
- The 2020 Hamilton Fringe Festival will run from July 15-26, 2020 at various venues in downtown Hamilton.
- The 2020 Hamilton Theatre Awards (TBD) will run late November, 2020.

#### EVALUATION CRITERIA

In addition to being able to deliver the required services within the compensation, other factors that will be considered are graphic designer's understanding of the requirements as specified in this RFP, qualifications and experience.

Proposals will be evaluated on the following criteria:

- Experience and relationships that have resulted in successful delivery of quality graphic design products in a timely manner
- Clarity and efficiency of project management process
- Quality of samples provided
- Experience with and/or understanding of the functional approach to working with a non-profit arts organizations
- Any additional costs required to deliver the proposed services