

INDIAN RIVER FESTIVAL

55 Victoria Street; Suite 18
Kensington, PE C0B 1M0
music@indianriverfestival.com
<http://indianriverfeestival.com>

Overview

The purpose of this RFP is to solicit proposals from graphic designers who wish to work with the Indian River Festival (IRF) team to refresh our visual identity for 2020 as we celebrate our 25th anniversary, as well as produce work required throughout the year.

About The Indian River Festival

The internationally-recognized Indian River Festival has been bringing the very best in classical, traditional, folk, jazz and world music to St. Mary's Church, idyllically set overlooking beautiful Malpeque Bay, since 1996. This year marks the festival's 25th anniversary and continues to be an annual destination event for tourists and locals alike.

Over its 25 year history, the festival has received many accolades and awards including several Music PEI and ECMA award nominations, twice named in the *Globe and Mail* as one of the best small summer classical music festivals in Canada, and was listed as one of the top summer classical music festivals in Canada by CBC Music.

The Indian River Festival Association is a registered charity and a not-for-profit organization. We work on building partnerships with the province, area businesses and government organizations to create exceptional and meaningful experiences through music and wonder.

Requirements

The visual identity (logo) will need to be flexible enough to be applied to the following platforms and collateral pieces:

- Posters
- Website headers and background images
- Social media images including artist profiles, profile photos and header images
- Email blasts
- Print and online ads
- 2020 Program Guide (90-100 page colour)
- 2020 Brochure (tri-fold colour)
- Miscellaneous print or other collateral pieces
- Billboards (physical + digital)

The Indian River Festival is presented by the Confederation Bridge





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Resources and Deliverables

The selected graphic designer will:

- Refresh the visual identity (logo) for Indian River Festival 2020 in collaboration with IRF's Executive Director and Marketing Committee.
- Design and produce the following marketing materials for the festival (but not limited to):
 - Posters
 - Website headers and background images
 - Social media images (cover, profile, header, email)
 - Print and online ads
 - Miscellaneous print or other collateral pieces as required
 - Festival signage template
 - Invitations
 - 2020 Program Guide (90-100 page colour)
 - 2020 Brochure (tri-fold colour)
- Design marketing materials for the organization, including design support ad spec sheet, sponsorship packages and for the annual report.

The following will be provided the Indian River Festival:

- Staff support from the Executive Director
- Design input, including brand direction and creative briefing document
- Branding guidelines
- All content

Term

This is a year long part-time contract starting December 2, 2019 to October 31, 2020. The majority of work takes place February to July including material design, production and meeting various deadlines. Compensation is based on qualifications and the scope of work outlined in the RFP.

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Proposal Submission Process

Proposals are accepted by email. Proposals must include the following:

- A cover letter
- Description of work methods and qualifications. Please discuss how you would address the process that you would take to refresh the brand for the festivals 25th anniversary; based on how you have addressed a similar process with previous clients (we do not need spec work).
- 5 Samples of past creative campaigns, including a brief description of the client's brief and portfolio of work samples
- Quote based on scope of work
- 2-3 references
- Contact information
- Confirmation of the understanding that IRF is a not-for-profit organization who relies heavily on volunteers including the Marketing Committee. Some work is completed in the evenings and on weekends. The selected designer must be available on occasion during those times for meetings, phone calls and to meet deadlines.

Please submit your proposal electronically to the attention of Kate Gracey-Stewart, Executive Director, to kate@indianriverfestival.com. Deadline to submit: **Friday, November 29, 2019** at 5PM AST.

The issuer of the RFP reserves the right to reject any or all proposals.

All proposals must be received electronically by the deadline: November 29, 2019 at 5PM AST.

The selected Graphic Designer will be notified within one week of the deadline.

Only applicants that are selected for the interview process will be notified.

IRF is an equal opportunity employer and is committed to providing accommodations for applicants with disabilities. IRF will work with applicants selected for the interview and assessment process to accommodate all accessibility needs.

Please contact Kate Gracey-Stewart at kate@indianriverfestival.com if you have any questions or require more information.

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