



## **Request for Proposal**

2019 Northwest Art Beat (NW Art Beat) Studio Tour Graphics

### **About Us**

Skagit Artists is an organization whose mission is to promote the visual arts by developing economic and networking opportunities in Skagit County. Our vision is to develop Skagit County into a cultural destination for visitors world-wide. We are a 501 c3 non-profit organization.

NW Art Beat is an art studio tour. It is a free, self-guided tour of Skagit Valley art studios presenting juried artists from Snohomish, Skagit, Island, San Juan, and Whatcom counties. Our 2018 event included 32 artists and 21 studios.

We are currently looking for an individual/firm who can redesign our 2018 postcard, poster, brochure, and newspaper ads for our 2019 event. Event dates are July 20 and 21.

### **Description of the Work**

- Maintain a consistent look and feel to 2018 NW Art Beat brochure. We want the event to be fun and art oriented.
- Successful proposal will have access to all layered working art Photoshop files used in 2108.
- Brochure size and specifications
  - About 24-page, self-cover, 6 in. x 9 in. finished size, full color, full bleed, saddle stitch
  - Example content includes list of artists, illustrated map of studio locations (developed by different organization), list of studios, sponsors, front and back covers, etc.
- Poster size and specifications
  - 5.5 in. x 17 in., full color, full bleed
- Postcard size and specifications
  - 6 in. x 4.5 in., 2-sided, front: full color/full bleed, back: B&W, no bleed
- Coordination with printer is required for final specifications
- Print and Newspaper ads- Create 10 to 15 graphic images of varying specifications to be provided

### **General Requirements**

- All final print and digital files created for this project will be owned by Skagit Artists.
- Artist direction needs to be available electronically to use for newspaper and social media ads and website

- Skagit Artist reserves the right to reject any bids, to waive or not informalities or irregularities and accept or further negotiate cost, terms, or conditions of any bid even if it is not the lowest bidder.
- Work must be performed with the project schedule below. We realize this is aggressive, but we have a small window between when the artist list is finalized, and the brochures need to be available for distribution.

### **Instruction for Preparation of Proposal**

- The bid will be selected based on the following: price, customer references, work samples, and proposed designs.
- Please provide separate prices for brochure, postcards, posters and newspaper ads. All bids should be received by noon December 1, 2018.
- Provide a link to your portfolio and 3 work samples
- If you want a hard copy of 2018 NW Art Beat brochure, poster, and postcard, please send your mailing address to [nwartbeatrfp@gmail.com](mailto:nwartbeatrfp@gmail.com). Allow 10 days for delivery.
- Email submittals should be sent to [nwartbeatrfp@gmail.com](mailto:nwartbeatrfp@gmail.com). Hard copy proposals should be sent to Skagit Artists, 1500 East College Way, Suite A, PMB 550, Mount Vernon, WA 98273 and received by December 1, 2018. If you have any questions, please email to [nwartbeatrfp@gmail.com](mailto:nwartbeatrfp@gmail.com).

### **Project Schedule**

<b>Particulars</b>	<b>Dates</b>
Issue of RFP	October 1, 2018
Last date for seeking clarification through email	November 26, 2018
Last date for submittal	December 1, 2018
Bid Award, 2018 files provided	January 15, 2019
2019 Creative direction provided NW Art Beat Steering Committee	February 15, 2019
Creative direction approved	March 1, 2019
Postcard design completed and approved for printing	March 15, 2019
Final Artist and Studio Locations, Numbers etc.	March 30, 2019
Map available	April 15, 2019
Sponsorship deadline	April 30, 2019
First proof brochure and poster delivery	May 7, 2019
Changes due to designer	May 10, 2019
Second Proof delivery	May 14, 2019
Changes due to designer	May 17, 2019
Final ready for approval	May 20, 2019
Submittal to printer	May 24, 2019
Newspaper ads	June 2019

