

March 20, 2024

REQUEST FOR PROPOSALS – “CULTURE BUILDS COMMUNITY” DESIGN

SaskCulture Inc. is seeking the services of a graphic designer who is able to design a graphic that will be used as a t-shirt design and in other promotional items. The promotional design will aim to showcase the slogan “I Love Culture” or I (heart) Culture, which reinforces the idea that “Culture Builds Community” in Saskatchewan.

Closing Date: April 15, 2024

Selection Date: April 30, 2024

Project completion: May 31, 2024

INTRODUCTION

SaskCulture Inc. is a community-based, volunteer-driven organization that works with over 160 member organizations and other community partners to build a culturally vibrant future in which all citizens of Saskatchewan, individually and collectively, celebrate, value and support participation in, and access to, cultural experience.

SaskCulture manages the Culture Section of the Sask Lotteries Trust Fund for Sport, Culture and Recreation. Besides providing substantial funding, in the form of grants, to support cultural activities throughout the province, SaskCulture supports the development of a strong, thriving cultural community and serves as a voice for culture in the province, promoting the benefits of being actively involved in a diversity of cultural activity throughout a lifetime. SaskCulture supports a wide range of cultural programs, services and events, as well as its key initiatives of Culture Days and Creative Kids.

On occasion, SaskCulture donates promotional items that are used at events as door prizes, giveaway prizes, auction items, etc. These prize packages include a mix of SaskCulture-branded items and items created by Saskatchewan artists, and serve the purpose of spreading awareness of the importance of culture and the funding source.

PROJECT DETAILS

Objective: The creation of a creative design by a Saskatchewan designer that showcases “I Love Culture” and connects to the idea of “Culture Builds Community” and the vibrancy of Saskatchewan’s cultural community, which can be used by SaskCulture on various promotional items, including t-shirts, mugs, bags, etc. with size adjustments.

Considerations:

- The design should keep the SaskCulture brand identity and target audience in mind.
- The design should include a link to the SaskCulture website to connect others to the organization’s programs and services.
- The design must be functional in both colour and black-and-white variations, with formats adaptable for digital and print.

DELIVERABLES

- Meeting with Communications Team to discuss design options.
- Mock-up idea of design concept for review and refinement.
- Receipt of finalized digital versions of full-colour and black-and-white versions of the designs that can be used for identified print projects. SaskCulture requests the right of use of the design in perpetuity.

PROPOSAL RESPONSE to Ana Cristina Camacho at acamacho@saskculture.ca.

1. SUBMISSION LETTER/EMAIL

Provide a letter outlining your company’s understanding of the proposed project and its deliverables, your ability to meet deadlines (any adjustments needed) and any specifics on your process of working with clients. Provide an indication of any proposed deviations or exceptions to the project details and deliverables supplied.

2. SERVICES AVAILABLE

Provide links to examples of work created that will demonstrate experience of this nature.

3. QUOTE

Provide a quote to complete the digital design.

SELECTION PROCESS

The Communications Team will review all proposals based on understanding of project, design aesthetic, availability and proposed cost. All applicants will be notified of their results following the review process.

INQUIRIES

Inquiries, interpretations, and questions regarding this RFP are to be directed to Ana Cristina Camacho at 306-780-9284 or email acamacho@saskculture.ca.

Thank you to everyone for your consideration.

Sincerely,

Diane Ell
Communications Manager
SaskCulture