



## **Request for Proposal: Arts, Culture and Heritage Marketing**

**To: Contractors**

**From: Sylvia Pietras**

**Date: January 8th 2010**

**Re: Request for Proposal: Graphic Designer and Web Designer**

---

### **Background:**

In 2009 a group of collaborative partners came together to form the Perth Arts Connect Group to create a collaborative social network and link artists, organizations, and non-profits.

The Perth County Visitors' Association along with the Stratford Tourism Alliance, and The Perth County Information Network successfully applied for a grant through Perth Community Futures Development Corporation and Federal Economic Development Agency for Southern Ontario's South Western Ontario Development Program's Community Capacity Program.

The group will initiate marketing and promotional support for art, and heritage organizations in Perth County through the establishment of an art, culture, and heritage database, website development, and promotional informational brochures and maps. The goal is to create programs celebrating both the Perth County Artists and Heritage. The group requires one or more visual designers to create a distinct branding/logo/graphic for the Perth Arts Connect Group to be applied to all organizations promotional and communications materials including print materials, Web Site identity and 200 physical signs identifying places focused on the arts, as well as notable heritage sites or buildings throughout the Stratford-Perth region.

### **The Project:**

The Group ideally seeks an art director/designer experienced in creating a brand identity and developing integrated communications and marketing materials – both printed and digitally. The Group will also consider separating the project into two components: the branding and signage/print part and a separate Web designer. The successful consultants will work on:

1. Design and production of branding logos/graphics
2. Signage Concepts
3. Design a printed brochure/touring map which will market Perth County Arts, with digital applications

4. Design and creation of comprehensive Web Site with a searchable database platform based on separate arts, culture, and heritage directories

**Requirements:**

Demonstrated experience with website database development, design and Management. Demonstrated experience with graphic design, brochure/map creation and branding.

Please note that the project completion date is late March 2010.

This project will consider 2 separate consultants: a Web Site designer and a graphic designer for the creation and production of the brochure/map and logo

**Budget:**

Description	Amount
Website Development Heritage/Art and Culture	\$5000
Signage Design	\$1114
Signage Printing	\$5000
Artisan/Culture Map/Brochure- Creation and Printing	\$9000

**Time Line:**

Applicants should respond by sealed envelope no later than 4:30pm, Friday, January 29, 2010.

**Application Procedure:**

Please submit a preliminary work plan no longer than 2 pages with samples of similar work done to:

ATTN: Sylvia Pietras, Arts and Culture Marketing Coordinator, Perth County Visitors Association, PO Box 661, Milverton, ON, N0K 1M0 or email to [spietras@visitperth.ca](mailto:spietras@visitperth.ca)

**Contact:** Direct your inquiries to Sylvia Pietras, 519-603-3723 or [spietras@visitperth.ca](mailto:spietras@visitperth.ca)



With the support of the Federal Economic Development Agency for Southern Ontario

