



REQUEST FOR PROPOSALS: SLED ISLAND 2015 VISUAL IDENTITY

Issue Date: December 11, 2014

Submission Deadline: January 9, 2015 at 4:30pm

ABOUT SLED ISLAND

Sled Island is an annual five-day independent music and arts festival in Calgary, Alberta, Canada that brings together over 300 bands, artists and filmmakers in more than 30 venues throughout the city. Since 2007, Sled Island's innovative, eclectic programming and independent spirit have combined with Calgary's youthful energy to produce a festival that attracts a global audience, draws the attention of local, national and international media, and was included in TIME Magazine's Top 14 festivals to check out in 2014.

OVERVIEW OF SERVICES

Sled Island seeks an individual, collective or firm to provide the graphic design services outlined below. Applications from illustrators, photographers or other visual artists are welcome.

The successful applicant will work with Sled Island to establish a conceptual framework and portfolio of key graphic elements to be used in print, online and merchandise applications for the 2015 festival, complimenting existing elements (logo and website layout). All design must be scalable to suit multiple applications. Deliverables include:

- **2015 festival design framework (typography selection, colour palette, graphic elements, etc.)** - deadline February 20, 2014
- **One general festival poster design** - deadline February 20, 2014
- **One general festival handbill design** - deadline February 20, 2014
- **Alignment of SledIsland.com to 2015 design concept** - deadline February 20, 2014
- **Two general festival ads** - deadline February 20, 2014
- **One Olympic Plaza (main festival site) poster design** - deadline March 20, 2014
- **One headliner poster design template** - deadline March 20, 2014
- **Merchandise/promotional item design** - deadline April 10, 2014
- **Program guide cover design** - deadline April 17, 2014

TONE

Sled Island 2015 will be artistic, provocative, cathartic, visceral, thoughtful, inclusive, bold and all-around life-changing.

AUDIENCES

Primary audiences include:

- Music and arts-lovers from Calgary and beyond
- Artists
- Sponsors and other festival partners
- Media

BUDGET

Sled Island is able to offer a **\$3500 honorarium** in exchange for the aforementioned services. The chosen applicant will be recognized as an **official partner** of the festival, with **partner benefits to be discussed upon appointment**.

REQUEST FOR PROPOSALS

Sled Island invites interested and qualified applicants to submit proposals for the items described in the Overview of Services.

Sled Island invites proposals from applicants with:

- Extensive proven experience in providing corporate identity/branding services, especially for arts or non-profit organizations
- Sufficient resources to provide the services to a high standard of quality and within the stated timeframes
- Strong familiarity with Sled Island and its audiences

Proposals must include:

- An overview of the applicant individual, collective or firm
- A statement of interest in working with Sled Island
- A concise overview of your proposed concept(s) for Sled Island 2015 (to a maximum of three concepts)
- A portfolio of past work, including corporate identity/branding work as well as artistic work (if applicable)
- A list of past clientele

SUBMISSION DETAILS

Interested parties are invited to respond to this Request for Proposals by **January 9, 2015 at 4:30pm**. Selection and appointment will be complete by **January 16, 2015**.

Applications can be emailed or sent to:

Lindsay Bowman

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