



## **Request for Proposals for Graphic Design Services issued April 21 2022**

### **Help our festival spread the word in 2022**

### **Deadline for proposals is April 29 2022**

AfterWords Literary Festival is in search of graphic design services to help both the fourth annual festival, and the second annual virtual writers' conference develop a bold visual presence.

The virtual writers' conference happens online via Zoom Saturday September 24 and Sunday September 25. The hybrid festival (in person and online events) happens in Kijipuktuk/Halifax from Saturday September 24 to Sunday October 2.

Our festival and conference programming will be locked in by early May, and we're keen to have a graphic designer in place by then as well. We'll begin advertising the conference by June 6, and the festival in mid-July, so we'll be looking for the conference poster to be ready by May 28 and the festival poster by July 5, and a kids' programming poster by July 26.

### **About AfterWords:**

AfterWords Literary Festival and Conference is a multi-day event in Kijipuktuk/Halifax for readers and writers of all ages, featuring conversations, readings, workshops, and celebratory events in a variety of venues across the city. AfterWords Literary Festival envisions an equitable society where citizens are equipped with the tools and the passion to read, write, and tell stories, are empowered to consider other points of view, and where the work of artists is respected as a necessary pillar of democracy. Our sustainable festival offers accessible year-round programming and opportunities, in

AfterWords Literary Festival, 3537 Leaman Street Halifax, NS B3K 3Z6 [afterwordslitfest@gmail.com](mailto:afterwordslitfest@gmail.com)

order to foster a love of words, books, and stories; to develop aspiring writers of all ages and backgrounds, especially those historically underserved; and to inspire people of all backgrounds to read, learn, and create. We believe that books are an excellent delivery device for fresh and challenging ideas, and that a community of writers and readers can be part of building a better future.

AfterWords is a charitable organization. We work on building partnerships with government, local businesses, universities, and foundations in order to build a sustainable festival that is welcoming to all.

**Compensation:** \$2,800-\$3,600

**Deadline for Proposals: April 29, 5pm AT**

Full RFP:

Requirements

The visual identity/look and feel developed by the designer/design team selected under this RFP will need to be flexible enough to be applied to the following platforms and collateral pieces include but are not limited to:

- Posters (one each for conference, festival, kids' programming)
- Social media assets (templates to use through CANVA)
- Marketing assets for print and digital
- Printed guide (the content of the guide is laid out by AfterWords in house while the cover and look and feel is designed by the selected designer)

### **Resources and Deliverables throughout contract**

The selected graphic designer or design team will develop a visual identity for AfterWords Festival and Conference 2022 in collaboration with AfterWord's executive directors and marketing committee. A selection of options should be presented. The designer or design team will create the individual pieces listed above and provide working files for AfterWords to keep the look and feel executed across our multi-tiered platforms.

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The following will be provided by AfterWords:

- support from the marketing committee and Executive Directors
- Design input and feedback
- All copy and image content needed for creative

## **Compensation**

The total contract amount is negotiable but approximately between \$2,800-\$3,600, or based on qualifications and quotes from the prospective designer/design team. We are flexible and open to working in a multitude of fashions for this work so please provide a quote for services in your proposal.

## **Timeline**

April 29: Deadline for proposal submission.

May 4: Selection of graphic designer/design team, materials provided to designer

May 20: three options for conference poster presented, AfterWords to choose one option by May 21

May 28: Final conference poster due

June 6: Final conference assets due

June 27: three options for festival poster presented, AfterWords to choose one option by June 28

July 5: Final festival poster due

July 12: three options for kids and YA programming poster presented, AfterWords to choose one option by July 13

July 19: Final festival assets due

July 26: Final kids programming poster due

## **Proposal Submission Process**

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

- A letter of intent for working with AfterWords on this project
- Description of work methods, qualification. Please describe the process that you would take to develop the look and feel for AfterWords 2022 based on the information provided, or how you have addressed a similar process with previous clients (we do not request any spec work as part of this proposal process)
- Quote for services

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- 3-5 Samples of past creative campaigns, including a brief description of the client's brief
- Contact information

Please submit your proposal electronically to the attention of Stephanie Domet, Co-Executive Director, via email to [afterwordslitfest@gmail.com](mailto:afterwordslitfest@gmail.com) . The issuer of the RFP reserves the right to reject any or all proposals. All proposals must be received electronically by the submission deadline: April 29, 2022, 5pm AT. The selected Graphic Designer will be notified by May 16. Only applicants that are selected for the interview process will be notified. Please contact Stephanie Domet at [afterwordslitfest@gmail.com](mailto:afterwordslitfest@gmail.com) if you have questions or require more information.