



Request for Proposal – Graphic Designer IMAGINE 2018 Annual Fundraiser

Purpose

SHARE Family and Community Services is seeking requests for proposals to provide graphic design services for the organization's annual fundraiser, IMAGINE 2018.

IMAGINE Event Overview

SHARE has hosted its annual signature fundraising event "IMAGINE" for twelve years. IMAGINE 2018 takes place on Saturday March 10, 2018 at the Hard Rock Casino Vancouver Molson Theatre from 7 pm – midnight. In the past, the event has included typical gala-type activities: raffle, 50/50, live and silent auction, entertainment, pre-event sponsor reception and after party etc. Each year, IMAGINE is a go-to event in the Tri-Cities and we expect the 2018 edition to be another successful event for SHARE and for the community.

SHARE Involvement

SHARE has a small Fund Development department of 5, led by the Director of Fund Development. All department staff will be involved in supporting the event, as appropriate and required. The Director of Fund Development and the Event Consultant (contracted) will be the main points of contact for the graphic designer.

- Upon contracting, we will spend time acclimating you with SHARE and with the details of the event and the design work needed.
- SHARE will provide use of our office space for meetings and access to our office equipment for committee meetings, photocopying and any other activities, if required.

Scope of Work

- Redesign existing print materials for our event, IMAGINE 2018. This includes, but is not limited to:
 - theme design
 - posters
 - event program
 - social media icons, banners and content using design collateral
 - print and/or digital advertisements
 - event signage
 - miscellaneous event materials
- Incorporate corporate brand identity (design, voice, logo, look & feel) and new theme, which will be supplied to you.
- Copywriting experience required. Previous copy exists for all pieces, but the theme will change.
- Design and create new graphics. Design and layout recommendations or suggestions are appreciated.
- Maintain a consistent look and feel.
- We anticipate this contract will take approximately 20 hours.
NOTE: this is only an estimate, based on previous years.



The Details

- Meet all print deadlines, as identified.
- Liaise with printer and ad publisher(s), as required.
- All final print materials will be owned by SHARE (including data files). SHARE needs the ability to update and maintain files (such as changing date, time, cost, etc.) for future use, as needed.
- We reserve the right to use all artwork in additional materials (be it print, web, electronic media etc.) if we so choose.
- We prefer work to be done using Adobe Creative Suite/In Design.
- SHARE will provide previous years' working files to be used as templates, as necessary.

Lastly, please include:

- **References** - Provide the names and contact information for three client references. We reserve the right to contact the references provided as well as other references without prior notification to you. It is preferred, but not required that bidders have experience providing services to non-profit organizations.
- **Samples of similar work** - Provide three examples of previous graphic design work that includes at least one multi-page program and one poster.
- **Approach to scope of work** - Briefly describe any project approaches or ideas that you feel will separate you from other bidders.
- **Cost of Contracted Services**

Deadline

Proposals should be mailed to: Valerie Hutton, Director of Fund Development
SHARE Family & Community Services
#200 - 25 King Edward St,
Coquitlam, BC V3K 4S8

Or via email: valerie.hutton@sharesociety.ca

**Submissions must be received on or before Monday August 21, at noon.
The successful candidate will be notified on or before August 28, 2017.**