



## Request for Proposal: 2017 Graphic Design Services

Prince Edward County Winegrowers Association (PECWA) is a non-for-profit organization with the mandate of promoting local grape growing and winemaking. PECWA is issuing this RFP (Request for Proposal) to appoint a graphic designer. Projects will include: branding package (logo, font/colours etc.), web development, print materials, trade booth signage, and digital/social media materials.

Deadline for proposal is: March 7, 2017

Please submit proposal to:

Attn.: Maggie Belcastro

PECWA

990 Closson Rd.

Hillier, ON K0K 2J0

[Maggie@grangeofprinceedward.com](mailto:Maggie@grangeofprinceedward.com)

All proposals will be confidential and shared only within the PECWA Executive board.

Proposal is to include:

1. Sample portfolio - examples of visual content
2. Please provide quote on a per-project basis. Projects will include:
  - PECWA brand refresh - 3-4 logo concepts and sample concept applications plus rationalization of fonts/typography, colours etc.
  - Refresh of event brands (logos): Terroir, Taste, Wassail as well as development of new winter event logo
  - Media Kit design and layout (c. 4-8 pages)
  - Website alignment with brand refresh (content development handled separately)
  - Printed Map update (refresh design if required, and separately a yearly update of content)
  - Trade show banner

And an hourly rate for:

- Ad updates, basic print materials (postcards etc.)
- Social/Digital media assets/images

Please include anticipated scope and timelines (or turnaround times). Assume 3 round of design edits and once finalized, 3 rounds of text edits for each element. Design only/ imagery separate. English only.

### 3. References

#### RFP Process:

- All submissions will be reviewed by PECWA Executive board
- Contract will be awarded April 1, 2017

Please direct any questions on the RFP process to PECWA Vice-Chair, Maggie Belcastro [Maggie@grangeofprinceedward.com](mailto:Maggie@grangeofprinceedward.com).