

Request for Proposal (RFP) for Graphic Design Services

Issued by: Travel Drumheller

Date Issued: July 3, 2024

Submission Deadline: August 30, 2024

1. Introduction

Travel Drumheller is seeking a talented and experienced graphic designer or agency to refresh and revitalize our Exploration Guide for the 2025 season. We invite proposals from qualified designers or design firms to provide comprehensive graphic design services.

2. About Travel Drumheller

Travel Drumheller is the official destination marketing organization for the Drumheller region, known for its rich history, stunning landscapes, and vibrant community. Our mission is to promote and enhance the visitor experience while supporting the sustainable growth of tourism in the badlands region.

3. Project Overview

The selected designer will be responsible for creating a refreshed design for our Exploration Guide, with potential for other small content pieces, including but not limited to brochures, social media graphics, event posters, and promotional materials. The goal is to create visually appealing, cohesive, and engaging designs that align with our brand identity and enhance our marketing efforts.

Exploration Guide Overview

The Travel Drumheller Exploration Guide is a comprehensive resource designed to help visitors navigate and experience the best of the Drumheller region. It includes detailed information on local attractions, activities, accommodations, dining options, and events. The guide aims to enhance the visitor experience by providing useful tips, maps, and itineraries tailored to various interests and needs. Final size 8.25"W x 10.75"H

Key Sections:

- **Things to Do:** Highlights family fun, dinosaur adventures, museums, nature, hiking, arts, culture, sports, recreation, shopping, and food and drink.
- **Where to Stay:** Details on hotels, motels, bed and breakfasts, inns, cottages, campgrounds, and RV parks.
- **Plan Your Trip:** Offers insights on how to get to Drumheller, climate and seasons, event calendar, FAQs, suggested itineraries, maps, community resources, town history, and notices.
- **Content and Copy:** Will be supplied by Travel Drumheller.

Advertisements: The Exploration Guide includes designed advertisements for advertising partners. These ads need to be visually appealing and strategically placed within the guide to provide value to both the advertisers and the readers. Not all advertisements will need to be created, only those requesting design services will require the additional build cost.

Advertisement Sizing:

¼ Page Ad 2.25"W x 4.75"H

⅓ Page Ad 2.25"W x 9.75"H

⅓ Square Ad 4.75"W x 4.75"H

½ Page Ad 7.24"W x 4.75"H

Full Page Ad 8.25"WE x 10.75"H

For more information, please visit the [Travel Drumheller Exploration Guide](#).

4. Scope of Work

Primary Project: Exploration Guide

- Redesign the Exploration Guide (approximately 40-50 pages)
- Ensure the guide is visually appealing, easy to navigate, and informative

Deliverables:

- Final designs in print-ready and web-friendly formats
- Editable source files (e.g., Adobe InDesign, Illustrator)
- A style guide outlining the design elements, and layout guidelines

5. Qualifications

- Proven experience in graphic design, particularly in the travel and tourism industry
- Strong portfolio showcasing relevant design work
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop)

- Excellent understanding of branding and visual communication
- Ability to work collaboratively and incorporate feedback
- Strong project management skills and attention to detail
- Proven ability to meet deadlines

6. Proposal Requirements

Proposals should include the following:

1. Cover Letter:

- **Introduction:** Brief overview of your background and experience.
- **Interest:** Explanation of why you are interested in this project and what you can bring to the table.

2. Portfolio:

- Examples of previous work, particularly in the travel and tourism sector

3. Approach and Methodology:

- Detailed description of the design process and project management approach
- Proposed timeline for the completion of the Exploration Guide

4. Budget:

- Detailed cost estimate for the project, including any hourly rates or fixed fees
- Breakdown of costs for the Exploration Guide and advertising creation
- Breakdown of costs for advertisers for the Exploration Guide.

5. References:

- Contact information for at least three professional references

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications
- Quality and creativity of portfolio
- Understanding of Travel Drumheller's brand and mission
- Proposed approach and methodology
- References and past client feedback

8. Submission Instructions

Proposals must be submitted electronically in PDF format to marketing@traveldrumheller.com by August 30, 2024. Submissions must be submitted on time to be considered.

9. Questions

For any questions regarding this RFP, please contact Keri Looijen, Marketing Manager, at marketing@traveldrumheller.com by August 1, 2024. Responses to all inquiries will be shared with all interested parties by August 21, 2024, and will be posted on our website with links emailed out.

10. Timeline

- **RFP Issued:** July 1, 2024
- **Questions Due:** August 1, 2024
- **Questions Response:** August 21, 2024
- **Submission Deadline:** August 30, 2024
- **Candidate Interviews:** September 3-11, 2024
- **Selection of Designer:** September 20, 2024
- **Project Kick-off:** October 20, 2024
- **Advertising Sales Close:** December 1, 2024
- **Ad Proofs Due:** January 9, 2025
- **Final Draft Due:** January 22, 2025
- **Completion of Exploration Guide:** February 5, 2025

11. Terms and Conditions

- **Ownership:** All deliverables produced as part of this project will become the property of Travel Drumheller.
- **Confidentiality:** All information provided in this RFP and subsequent project work is confidential and should not be disclosed to third parties without prior consent from Travel Drumheller.
- **Contract:** The selected graphic designer or agency will be required to enter into a formal contract with Travel Drumheller.

12. Contact Information

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