

Request for Proposals: Graphic Design Services for Town of Taos Tourism and Marketing Efforts

The Town of Taos' (TOT) Department of Marketing and Tourism is seeking the services of a graphic designer to produce a variety of marketing materials needed to successfully accomplish its mission of growing brand awareness for Taos tourism.

Project Description: Graphic Designer

TOT is seeking proposals to establish a contract through competitive negotiations for the purchase of graphic art and/or design work. The overall goal of this funding is to engage one or more contractors to design graphic art products including but not limited to print and digital advertisements, posters, postcards, social media headers, website graphics, logos, etc... These products will need to be developed or saved in various formats for use in online and/or print media. The designer is required to work with Atlas Advertising, The Waite Company and the Town of Taos on design and content specifications for various projects.

Scope of Work:

Digital and print advertising to fulfill the 2017 Spring/Summer Media Plan for Taos travel and tourism; Concert series posters, ads, social media, and digital marketing efforts, as well as other branding elements for print, digital, social media and the TAOS.org website.

- Weekly status meetings with Town of Taos Director of Marketing and Tourism
- Coordination, design and development of print and digital ads to the proper design specs
- Obtain approval of ads from TOT Marketing and Tourism Director
- Coordinate with publications and/or Atlas Advertising agency to submit artwork
- Responsible for submitting final ads in a timely manner
- Prepare and proof final ads for submission to advertisers by stated deadline
- Provide final ads to TOT including tearsheets
- Require a detailed hourly report of work done and back up documentation with invoices

The functional requirements of the contract may vary in length from month to month dependent upon the scope of the project. The attached Media Plan reflects anticipated requirements for the next six months. Additions/subtractions may occur.

Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with the Town of Taos and that all work product created as part of these services will be the sole property of the Town of Taos.

Estimated Project Duration:

The Town of Taos requires contract services of a graphic designer through August, 2017.

Submission Information

Background Information:

Updated Resumé. Description of experience. At least 3 Client References.

Portfolio:

3-5 samples indicating relevant design work (web links or URLs are sufficient)

Cost Estimate:

All candidates must submit an hourly rate for design services.

Submission Information:

Submissions of interest, including a cover letter, portfolio samples, and hourly rate must be submitted by 5pm, Monday, March 20, 2017.

For Additional Information or Clarification

Please contact or submit via email to:

Karina Armijo, Director of Marketing and Tourism

Town of Taos

aarmijo@taosgov.com

(575) 737-5849