

June 28, 2021

Request for Proposal:

GRAPHIC DESIGN SERVICES

RFP Objective

Sitka Tribal Enterprises seeks the services of a graphic design professional to create print materials that incorporate our branding and effectively convey messaging and the impact of our organization.

About Us

Sitka Tribal Enterprises is the economic development arm of the Sitka Tribe of Alaska, a federally recognized tribal government with more than 4,000 citizens who are primarily of Tlingit, Haida, Aleut and Tsimpsian descent. Sitka Tribe's mission is "[T]o exercise sovereign rights and powers, to preserve the integrity of tribal society, and to improve the lives of individual tribal citizens."

Sitka Tribal Enterprises mission is "To provide economic development, grow and sustain business and employment opportunities keeping an emphasis with a cultural sensitivity for all tribal citizens."

Departments within Sitka Tribal Enterprises are Sitka Tribal Tours, the Community House, the Community House Gift Shop and Cottage Kitchen Development Center.

Target Audience and Objective

The audience for the collateral materials created through this RFP include local and national organizations and partnerships, government officials, the media, public, and prospective project partners. We seek collateral materials that are dynamic and visually appealing to build and unify our identity.

Project Details and Deliverables

1. Design and layout content for 3 color brochures: 1 rack card (front/back) and 2 tri fold (front/back) and a file folder with coordinating page information. Sitka Tribal Enterprises will provide photos and written content. The file folder will be newly designed on the inside with 4-6 pages of coordinating information. Final design work must be approved by Sitka Tribal Enterprises.
2. Any other items suggested to be negotiated in consultation with chosen designer.
3. All design work must be in proper format for receiving electronically and printing. An electronic copy of the design work will be received by Sitka Tribal Enterprises upon completion of the project.
4. To obtain, negotiate and coordinate a printing company to print all collateral materials and delivered to Sitka Tribal Enterprises. Information you need can be on a tiered basis, i.e., 100-250 rack cards would be "\$," 500 – 750 rack cards would be "\$," etc.

Budget

The budget will be prepared based on the proposal work and shall include the following breakdown.

1. Design
2. Printing
3. Shipping/Delivery

Proposal Requirements & Response Format

The following items must be included in your proposal:

1. Provide a resume with the designer/firm's name, address, phone number, name of principals if applicable, main contact, and website/social media links if applicable.
2. Provide a graphic design sample(s) that would be relevant to the project during an interview.
3. Proposal cost. This cost breakdown can include any tiered level of costs if warranted.

Optional: Any applicable information you feel represents your firm's vision for the project; or references.

If chosen, the designer will provide a timeline for design, approval, and printing.

The chosen designer will be paid one-half of the total project upon completion of approved design work. The final payment will be made after receiving all printed collateral materials. Payments will be made by check to designer.

A completed 1099 form will need to be submitted to Sitka Tribal Enterprises.

Criteria for Proposal Evaluation

1. Whether the Proposal meets the RFP's project details and deliverables.
2. Designer's work reflects responsiveness and ability to communicate message with creativity and quality.
3. Candidate's experience with similar projects.
4. Cost: price is commensurate with the value offered by the Proposal.
5. Proposal presentation is presented in clear, logical manner and is well organized.

Submission Deadline

To be considered, a proposal must be received no later than 4:30pm July 30, 2021.

Ideal project completion is September 1, 2021.

Please send a proposal to:

Camille Ferguson, Economic Development Director
Sitka Tribal Enterprises

Camille.ferguson@sitkatriben-sn.gov (Sending a link to a Drop Box or other folder is acceptable)

Mailing address: Sitka Tribe of Alaska

456 Katlian Street, Sitka, AK 99835

If you have any questions, please email or call (907) 747-7290