



## Tacoma Pride Festival Print and Web Prospectus

The Tacoma Pride Festival (TPF) is a multi-day Lesbian, Gay, Bisexual, Transgender, Queer and Allied (LGBTQA) event that takes place during the second week of July in Tacoma, WA.

The information below is an explanation of the compass of the Graphic Design work we are currently contracting for use during the Tacoma Pride Festival in 2014 & 2015. While constructing your design proposal please keep in mind this is for a two (2) year contract and costs must be divided by year, per element of design, beginning on February 10, 2014 and ending September 1, 2015. All applicants must be familiar with Drupal web design.

### Graphic Design Proposal for Tacoma Pride Festival 2014 & 2015

Opening Date: **January 15, 2014**

Closing Date: **February 1, 2014**

Hire Date: **February 15, 2014**

Draft(s) of initial Poster Design due: **March 1, 2014**  
2<sup>nd</sup> Proof of Poster Design due: **March 10, 2014**  
Final Poster Design due: **April 8, 2014**  
Electronic files for Poster Design: **May 1, 2014**



1<sup>st</sup> Proof of Rack Card/Map due: **April 8, 2014**  
2<sup>nd</sup> Proof of Rack Card/Map due: **May 12, 2014**  
Electronic files of Rack Card/Map for print: **May 25, 2014**

For the most part web updates and content additions will be ongoing leading up to our festival however, we do have specific deadlines to be mindful of;

- Website content and design for 2014 updated with links to volunteer and entertainment applications beginning on **March 1, 2014**
- Producing Partners and Sponsorship Logo's with hyperlinks to their websites up and continually updated starting on **March 1, 2014**
- Initial calendar for Affiliated Events & Official TPF Events up on the website beginning on March 1, 2013 and ongoing through Tacoma Pride Festival **July 2014**.

#### **Brief History:**

Tacoma Pride Festival was conceptualized as a multi-day, community sponsored and produced event in 2011 with the Rainbow Center operating as the lead organization for the festival. Prior to that, there had been and still is a one-day PRIDE celebration called 'Out in the Park', which has been in existence for well over 20 years. Tacoma Pride Festival was designed to feature individual events under a multi-day festival umbrella. Led by a diverse group of individuals, whom represent their affiliated businesses and organizations commitment to TPF while taking an active part in sustaining strength within the festival as it continues to grow, the TPF Committee is committed to the future success of Tacoma Pride Festival and solidifying its foundation to flourish in the years ahead. Now into its 4<sup>th</sup> year, Tacoma Pride Festival has been rewarded to see its festival attendance nearly double in size since 2010, and we are excited to see the potential 2014 has to offer!

2215 Pacific Avenue, Tacoma, WA 98402

Phone 253-383-2318 Fax 253-383-2978

Email. [info@rainbowcntr.org](mailto:info@rainbowcntr.org) Web. [www.rainbowcntr.org](http://www.rainbowcntr.org)



For Tacoma Pride Festival we have two (2) print materials that we distribute throughout the Tacoma, greater Pierce County, King County and Thurston County community region. Our collateral needs are:

- **Poster Design** (11x17 & 24x18)
  - Strong graphic design and visual appeal for full color printing and distribution
  - Continued branding of our existing TPF Logo & inclusion in all material
  - Listing of multiple days and the events connected to those days
  - ASL Interpreted Events need to be clearly visible
  - Design space for multiple high resolution sponsorship logos and producing partners
  - Rainbow Center and Tacoma Pride Festival contact info; website, our QR code, etc
- **Rack Card/Map** (4x9)
  - Replicated graphic from Poster Design for full color printing and distribution w/ TPF logo
  - Multi-Day Calendar of Events with detailed event info
  - ASL Interpreted Events need to be clearly visible
  - A map of event locations in the downtown core
  - Specifically highlighting TPF's largest PRIDE event: Out in the Park
    - OITP Main Stage & Second Stage Line-up and event details
    - The Mix's Block Party
  - Additionally featuring TPF's smaller attended events:
    - Rainbow City Pride Awards & Flag Raising Ceremony
    - Tacoma Pride Inner-Faith Event
  - Design space for multiple high resolution sponsorship logos and producing partners

**Ongoing web maintenance and upkeep for existing website: [www.tacomapride.org](http://www.tacomapride.org)**

- **Website Updates/Maintenance**
  - Links to the Rainbow Center's website
  - Events Calendar
  - Matching graphics based on poster design and layout
  - A live Social Media feed on the page
  - Expanded links to each of the TPF events and their affiliated organizations websites

**Additional miscellaneous design needs:**

- 2014 Button design for 1" & 3" graphic to be printed on wearable buttons/pins
  - Design goes to print on **May 25, 2014**
- Print Advertising and Ad Design based on poster design for use in periodicals, newspaper, magazine & other print materials
  - Electronic files ready for print or distribution preferably **no later than May 15, 2014**
- **Proof Dates** for other design elements
  - TPF T-Shirt Design - **April 1<sup>st</sup>**
  - Handkerchief Design - **May 1<sup>st</sup>**
  - TPF Pride Window Clings - **April 1<sup>st</sup>**

**How to apply:**

Please send an email of interest, along with a price quote and your portfolio to: [lisaf@rainbowcntr.org](mailto:lisaf@rainbowcntr.org). We are asking for quotes based on the scope of the proposed prospectus for the 2014-2015 Tacoma Pride Festival including the amount of time you feel this work will take you. Access to portfolio samples and your resume should be included. Please be mindful this is a competitive process, TPF is part of a non-profit with a limited budget. The closing date for this contract closes on February 1, 2014.

**Thank you for your consideration!**

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