



# Copper River Wild! Salmon Festival

## **Request for Proposal: Design Services for Copper River Wild! Salmon Festival Logo**

### **Introduction**

Copper River Wild! Salmon Festival is an annual 2-day summer event coordinated by a wide range of community partners. This event celebrates salmon and promotes the health and sustainability of local salmon runs through art, music, road races, delicious salmon dishes and education activities. Weekend events include the Alaska Salmon Runs, Taste of Cordova seafood cook-off, Salmon Jam Music Festival, Small Fry Educational Activities, and an artisan craft fair. Proceeds from Salmon Jam Music Festival, one of the main weekend events, support year-round concerts, performances, and art education activities in Cordova.

Festival partners include: Alaska Salmon Runs, City of Cordova, Copper River Watershed Project, Cordova Arts and Pageants, Cordova Chamber of Commerce, Cordova District Fishermen United, Mt. Eyak Ski Hill, Prince William Sound Science Center and U.S. Forest Service/Chugach National Forest. More information on Copper River Wild! Salmon Festival is available at [copperriverwild.org](http://copperriverwild.org).

### **Scope of Work**

We are looking for a graphic artist to produce a logo for Copper River Wild! Salmon Festival. Elements for artists to consider when drafting logos include the events that are a part of the festival (Alaska Salmon Runs, Taste of Cordova, Salmon Jam Music, Small Fry education activities, etc.) and the theme that salmon are a part of our lifestyle and culture in Cordova. Bid criteria include:

- Computer or original artwork will be accepted;
- Logo should be able to be printed in color **and** black and white;
- The Copper River Wild! Salmon Festival planning team will own the right to use this image;
- Provide a final design (based on comments from the review of the draft design) for approval; and
- Complete final design by March 15, 2017.
- Upon completion, color and black and white images must be submitted in high resolution format on a DVD or USB memory stick.

### **Copper River Wild! Salmon Festival provided services and materials**

- Organizing meetings with partners for the draft review and final approval.

### **Qualifications**

- Be able to meet the specifications in the Scope of Work in a timely manner.
- Have experience in planning/design of projects of a similar nature.

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P.O. Box 1560 · Cordova, AK · 99574 · (907)424-3334 (ph.)/(907)424-4318 (fax)

[www.copperriverwild.org](http://www.copperriverwild.org) · e-mail: [shae@copperriver.org](mailto:shae@copperriver.org)

## **Quote Requirements**

Please include the following with your proposal:

- Summary of logo projects or other art projects you have completed recently, and work samples;
- 1-3 draft sketches for Copper River Wild! Salmon Festival logo;
- 1-2 references from recent projects if available;
- A project budget and timeline for developing the draft to completion (including opportunities for planning team to review drafts)

## **Award Criteria**

Award criteria include proposer qualifications and design fees. Copper River Wild! Salmon Festival planning team reserves the right to award this contract to the most responsive bidder.

Send one copy of your proposal either by mail or email to:

**Shae Bowman**  
**Copper River Wild! Salmon Festival**  
c/o CRWP  
P.O. Box 1560  
Cordova, AK 99574  
[shae@copperriver.org](mailto:shae@copperriver.org)

***All proposals are due in our office by 5:00 PM on Dec 5, 2016.***

A response will be sent immediately when proposals are received. It is the contractor's responsibility to ensure delivery of proposal. Any specific questions about this project or proposal contents can be directed to Shae Bowman or Kristin Carpenter, (907)424-3334, or to the address above.