

Request for Proposal

Graphic Design Services

September 26, 2011

Closing: October 7, 2011

Who we are and what we do

The Stratford and Perth County Community Foundation is a registered public foundation serving the charitable sector in Perth County. Like other community foundations across Canada, we work with local donors to create endowment funds. The revenue from these funds flows back into the community to organizations and projects that improve the quality of life for all residents.

Our signature event is the Mayor's Gala, hosted by Stratford Mayor Dan Mathieson and held at the Stratford Festival Theatre. This year's gala takes place January 13, 2012.

The goal of the Mayor's Gala is to raise funds for and awareness of the Community Foundation and the work we do in Stratford and Perth County. Since most of the dollars we raise through the year go to endowments that benefit the whole community, revenue from the Gala forms a substantial portion of our operating budget and is our only fundraising event.

What we need

We need a designer to create a graphic treatment for advertising and promotional materials related to the Gala.

Deliverables include print-ready files for:

- An 11 x 17 poster
- A smaller version suitable for use as a postcard or bookmark (size to be determined)
- A 5.5 x 8.5" version suitable for use as the cover of our printed programme
- .jpg files of the poster, suitable for use in e-mail and web applications

Optional, depending on budget, is design/layout services to produce a printed program, comprised of inside and outside covers, and either 8 or 12 pages inside. Please quote this item separately in your proposal.

Look and feel

This is the third annual Mayor's Gala. Over the past two years we've built some brand recognition with our original design, a stylized tuxedo shirtfront.

We'd like to keep that recognition, but also freshen up the look for our 2012 theme: "Fire and Ice for a Winter's Night." We hope to play up this theme with salsa music, spicy décor, etc.

Timeline

- This RFP closes October 7, 2011
- Designer chosen by October 12, 2011
- Deliverables required by October 28, 2011

Budget

We recognize the value provided by a professional graphic artist; however, we are also a registered charity. As this is a fundraising event we need to keep our expenses as low as possible. We encourage you to offer your best possible price.

In return for in-kind or a lower price consideration, we can offer a tax receipt (exchange of cheques) or an In-kind Partnership. This partnership is valued at \$1000, and includes all benefits of a sponsorship at that level (please see attachment "Partners' Program")

Evaluation and selection process

Proposals will be evaluated on the basis of, but not limited to:

- Work samples
- References
- Price

How to apply

Your proposal should include:

- Two relevant samples of previous work
- Firm pricing
- Two references

Please direct all enquiries and proposals to:

Joanne Wallace, Event Coordinator

jwallace@wightman.ca

519-508-1228

Stratford and Perth County Community Foundation

55 Lorne Avenue East, Unit 5

PO Box 21092

Stratford, ON N5A 7V4

Attachments:

- 2012 Mayor's Gala Creative Brief
- 2011 SPCCF Partners' Program
- 2011 Mayor's Gala Programme Booklet
- 2011 Mayor's Gala Poster
- 2011 Postcard, back and front (2 separate files)

Connecting people that care with projects that matter

Creative Brief for 3rd Annual Mayor's Gala

Objectives/Outcomes
<p><i>Primary</i></p> <p>There are two primary objectives of the Mayor's Gala.</p> <ol style="list-style-type: none">1. The first is to raise operating dollars for the Stratford and Perth County Community Foundation. The operating dollars raised by the event form a substantial part (40-45%) of the organization's sustainability plan, together with our existing corporate sponsors and administration fee taken from each endowment fund.2. The second objective is to raise the community foundation's profile in Stratford and Perth County by building awareness of the work the community foundation does in the community. <p><i>Secondary Objectives</i></p> <ol style="list-style-type: none">1. Building relationships with potential future endowment fund donors2. Strengthening our volunteer base.
Tone, image, style, theme
<ol style="list-style-type: none">1 Theme: Fire and Ice for a Winter's Night2 Tone, Image, Style: upscale but accessible; good local entertainment and food featured
Key Messages
<ol style="list-style-type: none">1 Mayor's Gala - the place to be2 A fun evening with your friends3 Our community foundation - a way to invest in our community and build community vitality4 Support the work of the Community Foundation5 Support community philanthropy
Target Audiences
<ol style="list-style-type: none">1 Age group 30 - 80 with interest in building vital communities in Perth County2 People with the means to support the community generously3 People who are interested in legacy giving4 People in business5 People from all parts of the County6 Community decision-makers - business leaders, politicians
Media needed to reach audience
<ol style="list-style-type: none">1 newspaper2 radio3 social media4 foundation website5 electronic/email6 print - posters7 direct mail

Issues and Opportunities

- 1 featured entertainment vs background performers
- 2 encourage people from all over county to attend
- 3 achieve various event goals and needs - a fun evening, meet financial goals, while at the same time getting the Community Foundation's message across
- 4 how to connect the 'Mayor's Gala' to the Community Foundation
- 5 how to encourage the mayors and municipal leaders from all communities in Perth County to champion the work of the Community Foundation

Strategies

- 1 build on past success of first two Mayor's Galas
- 2 build on the increased awareness and achievements of the Community Foundation
- 3 invite previous sponsors (financial, in-kind, hospitality) to
- 4 tap new sources of revenue through new contacts and volunteers
- 5 broaden volunteer recruitment to engage new networks
- 6 increase tickets available from 280 - 320
- 7 encourage greater involvement of board members in resource securement - sponsors, hospitality partners, auction items

Resources

- 1 Mayor's Gala Committee of volunteers
- 2 Event Planner
- 3 Executive Director 5 hrs/wk for 20 weeks = 100 hrs
- 4 Potential office support
- 5 Volunteer(s) silent auction securement and set-up - 40 hrs
- 6 Volunteer(s) food securement - 40 hrs
- 7 Foundation data base and computer workstation
- 8 Foundation board and committee members - connected in community for tickets sales, sponsorships, and some volunteer hours on committees and other duties as they are able total volunteer time - 40 hrs (total)
- 9 the contacts and networks of our board and committee members and friends

What will success look like?

- 1 an additional \$10,000 net (over 2011) to contribute to the community foundation's operations
- 2 20% off attendees are 'new' to the Foundation
- 3 good reports from attendees; attendees want to return next year
- 4 30 new names added to database; 2 approaches in weeks following interested in initiating endowed fund; 10 additional donations to operations or endowments
- 5 in month following 3 new volunteers recruited



PARTNERS PROGRAM

The Stratford and Perth County Community Foundation offers several different ways to support your Community Foundation while creating positive publicity for your business. When you become a Partner your commitment is recognized in various ways depending on the type of partnership that's best suited to you.

our VISION

Realizing community vitality through philanthropy.

our MISSION

To enrich the lives of people in Perth County by providing support to charitable organizations through grants made possible by responsible stewardship of endowment funds.



Stratford and Perth County Community Foundation Partners Program 2011

TOP 10 Reasons to be a Partner:

1. Be a part of a powerful collective that is working to make our community the best place to live, work, and play
2. The Community Foundation profiles your community involvement
3. Provide confirmation of your social responsibility and public awareness of your willingness to support a good cause
4. Increases networking and collaboration opportunities
5. Together we build strong brand identity
6. Engages employees in your company's social responsibility
7. Become knowledgeable about the needs of the community and drive social innovation
8. 85% of Canadians agree that a company that is closely tied to a charity is more trustworthy and respected. (2006 Globescan report)
9. Participating in an effective community investment program ~ together we build, strengthen, and increase the vibrancy of our community
10. Celebrates Philanthropy - **WIN/WIN**

There are many sponsorship options for businesses interested in partnering with the Community Foundation. These opportunities have been carefully designed with your business in mind.

Stratford and Perth County Community Foundation 2011 Partner Program – **BECOME A PARTNER TODAY!**

Corporate Partner ~ minimum 3-year commitment is requested, automatically renewed

Partnership Benefits and Opportunities (recognized with reference to level)	Diamond \$5,000	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Sponsor recognition in ads placed in local papers	*				
Your logo in the program of our Annual Gala	*	*			
Your logo in our Community Report	*	*	*		
Your logo displayed at our Annual Gala	*	*	*	*	
Your logo on our website	*	*	*	*	
Name listing in our Community Report	*	*	*	*	*
Name listing on our website	*	*	*	*	*
Your logo displayed in Foundation office	*	*	*	*	*

Gala Partner ~ our Annual Mayor's Gala typically occurs in mid-January

Partnership Benefits and Opportunities (recognized with reference to level)	Presenter \$10,000	Benefactor \$5,000	Leader \$2,500	Patron or In-Kind \$1,000	Hospitality
Appreciation gift presented at Gala	*				
Opportunity for remarks at Gala	*				
Logo prominently featured on materials	*				
Recognition in advertising and media releases	*	*			
Advertisement (B&W, supplied) in Gala program	*(full-page)	*(half-page)	*(quarter-page)		
Logo on Gala poster and in program (deadline)	*	*	*	*	
Logo or listing on Gala banner and in Gala program	*	*	*	*	*
Complimentary tickets	*(12)	*(8)	*(4)	*(2)	