

Invitation to Bid

The Snowdown Board of Directors will receive proposals for commercial art services for the creation of the official Snowdown theme graphic design for 2019. The theme for SNOWDOWN 2019 is "A Comic-Con Snowdown" no tagline has been assigned yet. Include your ideas in your presentation.

Presentations will be made to the Snowdown Board on Tuesday, May 15, 2018

This will be the 41th Snowdown (pronounced forty oneth),
Colorado's Premier Winter Celebration.
Dates: January 30 - February 3, 2019

The graphic design development should incorporate, but not be limited to the following.

Theme: A ComicCom-like Snowdown!

***Suggestions welcome as we do not wish to infringe on the comic book conventions nor lead anyone to believe that is what this event is
(your tagline here)***

Required Art:

Poster: The Poster art becomes the primary development Piece from which all other pieces are derived, usually 4 or 5 colors. A preliminary sketch is required. Spec information for Poster: 13" x19" or similar. 80# Gloss Cover Stock; 4 color; trim; match print. Not limited to that size. 2000- Pieces.

Digital Assets: Artwork concepts and final products to include layout, buttons, icons, fonts and background. All, as they are created, will be made available to Webmaster with color and font guidelines. Original layered files from Photoshop, etc.

Promotional Ad Artwork*

Announcement Fliers: Used primarily for email blasts, in full color, incorporating some of the artwork used for the poster, the 8.5 x 11 announcements are not to exceed 675 pixels wide and 437 pixels tall and will be required to be completed in September, for the Kick-Off Party, in October for the Event Entry Form Deadline and January for the Event Coordinators Party.

Schedule of Events: Full color cover 2 colors inside. Spec information For Schedule of Events: 9" x 4"; 4/2 outer shell & 2/2 for inner document; 70# Gloss Book; Folding matchprint & blueline 8 pages. 15,000 Pieces. Word Doc and PDF copy delivered to Webmaster.

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| Event Entry | |
| Release Forms: | 4000 pieces (separate from the schedule itself) |
| Magpie's Store Banner: | Theme related, to hang in store promoting product sales |
| T-Shirt: | Full color plus one sleeve design |
| 2-Buttons: | Full color 2-1/4" and Follies button 3" |
| Ball Caps with bill: | 2-3 colors embroidered, front and back, 10,000 stitches required |
| Beanie Cap: | Embroidered on front |
| Follies Program: | 2 color, 2 versions and tri fold (Follies letter fold not Z fold) |
| Snowdown Beer Label: | Full color |
| Possible Direction: | The theme - A Comic-Con Snowdown (include your tagline idea) Keep in mind Snowdown is a family friendly event Most ideas are encouraged. |
| Selection Criteria: | <ul style="list-style-type: none"> - Creativity - Reputation - Demonstrated Ability to manage a project THROUGH production - Cost-we prefer a bid no more than \$3,500 and bids under \$3,500 will be given greater consideration |

Though not necessary for the presentation, if you are the winner please be aware that at least two printing bids must be obtained for the poster and the schedule of events. You will be required to work directly with vendors keeping in mind the preference for local business. We would like to have your hourly rate and increments. Please indicate any other anticipated costs. You are required to report at monthly Board meetings, which are held on the 3rd Tuesday of every month, 5:30 at the Alpine Bank. Artist Timeline will be presented to winning bid.

Thank you,
Paula Bradford
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*All artwork created for Snowdown becomes the property of Snowdown, Inc.