



March 1, 2018

To Whom It May Concern:

The Junior League of Collin County (JLCC) is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The JLCC is a 501(c)(3) public nonprofit that was established in 1976.

Each year, the JLCC hosts a number of fundraising and educational events throughout the Collin County community to both build awareness and raise funds for our project outreach. The JLCC is currently seeking the services of a graphic designer to produce a variety of marketing materials needed for its events from June 2018 through May 2021.

Graphic design work is being requested for each of the following:

- JLCC *Legends & Legacies* magazine publication (due end of October 2018, October 2019, October 2020)
- 'Neath the Wreath Holiday Market (November 2018, November 2019, November 2020)
- Excellence in Volunteer Service Awards (April 2019, April 2020, April 2021)
- Trinkets to Treasures (April 2019, April 2020, April 2021)
- JLCC Recruitment and General materials (throughout the year)

Description of Work:

- Revamp existing print and digital materials for our events. Incorporate JLCC identity (design, voice, logo, look & feel) which will be supplied to you.
- Copywriting experience helpful, but not required. Copy exists for all pieces, but recommendations or suggestions are appreciated.
- Flexibility to design and create new graphics. Some photographic images can be provided, but use of stock photos is allowed and encouraged if our images are lacking.
- Develop template for future ad hoc flyers, brochures and forms.
- Maintain a consistent look and feel aligned to JLCC Branding Guidelines.

General Requirements:

- **Design / ownership / copyright and original source (Illustrator, Photoshop, InDesign) files must remain with JLCC and that all work product created as part of this project will be the sole property of the JLCC.**
- All final materials will be owned by JLCC (including data files). JLCC needs ability to update and maintain files (such as changing date, time, cost, etc.) for future use as needed.
- JLCC utilizes Adobe Creative Suite for all graphic design needs, with the exception of *Legends & Legacies* magazine. All materials must be sent to JLCC in original format.
- All artwork will be owned by JLCC – including the ability to use artwork in additional materials (be it print, web, t-shirt designs, electronic media etc.) if we so choose.

- JLCC is requested a modular proposal with costs broken down by event listed above. Cost must include all time and materials to produce the deliverables set forth below.
- Proposals must include an hourly rate for any ad hoc requests that may arise outside of the scope set forth below.
- Per JLCC bylaws and policies, Active, Sustainer or Provisional members of JLCC are not eligible for paid work, and are therefore not eligible to respond to this RFP.

JLCC Legends & Legacies magazine publication (due end of October 2018, October 2019, October 2020):

Approximately 40-page, full-color magazine which also serves as the JLCC annual report. Deliverables include:

- Cover design
- Magazine lay-out, design, and interior graphics
- Two infographics: JLCC Facts and Financial Snapshot
- All copy, advertisements, and pictures will be supplied

'Neath the Wreath Holiday Market (November 2018, November 2019, November 2020):

JLCC's largest fundraiser which welcomes over 11,000 shoppers over a five-day holiday gift market. Deliverables include:

- Three (3) Digital Save the Date to be distributed via email contact system and social media
 - 'Neath the Wreath Kick-off Party
 - 'Neath the Wreath Ladies Night Out
 - 'Neath the Wreath Gift Market
- Three (3) Digital graphics to announce ticket sales
 - 'Neath the Wreath Kick-off Party
 - 'Neath the Wreath Ladies Night Out
 - 'Neath the Wreath Gift Market
- Website "slider" image
- Ticket Design (printed and digital)
- Shopping Bag Design
- Quarter-page advertisements (publications TBD; may need to be resized for multiple publications)
- Half-page advertisements (publications TBD; may need to be resized for multiple publications)
- Full-page advertisements (publications TBD; may need to be resized for multiple publications)
- 11" x 17" poster design
- 5.5" x 11" postcard design
- 8.5" x 5.5" 20-page, full-color market guide (program)

Excellence in Volunteer Service Awards (April 2019, April 2020, April 2021):

Dinner event honoring nonprofit organizations and individuals who have greatly impacted the lives of those in Collin County. Deliverables include:

- Digital Save the Date to be distributed via email contact system and social media
- Digital graphic to announce ticket sales
- Website "slider" image
- Half-page advertisement (publication TBD)
- 8.5" x 11" sponsorship flyer
- 8.5" x 5.5" 20-page, full-color event program

Trinkets to Treasures (April 2019, April 2020, April 2021):

Collin County's largest resale event which serves the community through the Adopt-a-Shopper program. Deliverables include:

- Digital Save the Date to be distributed via email contact system and social media
- Digital graphic to announce ticket sales
- Website “slider” image
- Quarter-page advertisement (publication TBD)
- 11” x 17” poster design
- Shopping card (credit card) design

JLCC Recruitment & General Materials (Throughout the Year):

- Recruitment tri-fold brochure
- Recruitment digital Save the Date to be distributed via email contact system and social media
- Recruitment website “slider” image
- Quarter-page advertisement (publication TBD)
- Half-page advertisement (publication TBD)
- 8.5” x 11” JLCC Fact Sheet update

Submission Information:

If interested in replying to this RFP, please communications@jllcollincounty.org , to receive brand documentation and a sample of our current materials to review.

When submitting your proposal, please include the following:

- Background Information
 - Updated resume, description of experience, and at least 3 client references
- Portfolio
 - 3-5 samples indicating relevant design work (web links / URLs are sufficient)
- Cost Estimate
 - All candidates must submit an estimate based on the work outlined in this RFP, printing fees excluded, and an hourly or per item rate for design services that may be over and above the scope of work indicated.

Our deadline to receive your proposal and a sample of your work will be by noon on April 1, 2018