



Folk On The Rocks

Request for Proposal: Design Concepts for 2022 FOTR Merchandise

Proposal Deadline: January 31, 2022

Issued by: Folk On The Rocks

Representative: Teresa Horosko

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Purpose

Folk On The Rocks Music Festival (FOTR) is in need of a new design concept to adorn all of our merchandise for the 41st edition of the Festival. The chosen design will be on all FOTR merchandise sold at the Festival taking place July 15-17, 2022. The design will also be used on the festival poster and in other relevant marketing campaigns pertaining to the 41st Festival.

Background

FOTR is a non-profit society that puts on an annual music festival on the shores of Long Lake in Yellowknife, NT. FOTR is in need of a new design concept for the merchandise for the 41st edition of the Festival. This proposal is open to all: professional designers and amateurs with a passion.

Scope of Proposal

Proposals should be an outline of a design concept. FOTR will not pay for proposals; only the concept awarded the contract will receive payment upon completion of a fully realized design. Because of this, proposals can be just a rough sketch, mood board or an outline (either written or visual). All proposals should have a brief written description (no need for this to be lengthy, a couple of sentences work great, or a bullet point list).

Budget

FOTR's budget for the project is \$2,500. This budget is for the completed design. Proposals receive no payment and are submitted on a voluntary basis.

Submission Guidelines & Requirements

Applicants must submit a single electronic copy (.pdf) of the proposal by email to



Teresa Horosko at teresa@folkontherocks.com on or before January 31, 2022. A confirmation email will be sent upon receipt.

Note that submissions must:

- Be received via email (<10MB);
- State “Design Concept for Folk on the Rocks Merchandise” in the subject line; and
- Be limited to one pdf document.

Questions and Correspondence

FOTR is committed to a fair and open process for all parties interested in this RFP. Please direct all queries and questions related to this RFP to Teresa Horosko at teresa@folkontherocks.com. Answers and clarifications will be distributed via email to all prospective service providers that have identified themselves to FOTR.