



Anchorage Concert Association Request for Proposals – New Logo

Project Overview

Anchorage Concert Association is seeking proposals to design a new logo for the organization. We are looking for a graphic designer and/or marketing agency to collaborate with Anchorage Concert Association to design a logo, to be implemented with our 70th season announcement in April 2020.

Organizational Background/Overview

Anchorage Concert Association is the largest arts and entertainment presenter in Alaska. We are a 501c3 nonprofit organization that connects people through performance and presents internationally acclaimed artists from the entire spectrum of the performing arts.

Mission and Vision

Anchorage Concert Association's mission is to inspire and enhance community through the performing arts.

Our vision is for all Alaskans to experience the performing arts, creating a more vibrant and enriched community.

Current Situation

Anchorage Concert Association's official logo (above) is outdated and difficult to read and use. Created in the '90s, the logo refers to the arch in the Atwood Concert Hall at the Alaska Center for the Performing Arts (aka the PAC), which is an important place for our shows, but we are a separate organization than the PAC.

Anchorage Concert Association is one of many resident companies that book the PAC for performances. We also have many important events, collaborations, and outreach activities outside the theatre and with the community.

Anchorage Concert Association is more than performances at the PAC, and our logo should reflect that.

Recently, Anchorage Concert Association has used an interim logo to have a more legible logo (below). We are now looking to design a more permanent solution.

Project Scope and Deliverables

Create a functional, versatile logo to support Anchorage Concert Association's mission and work.

- Collaborate with Anchorage Concert Association, including with in-house graphic designer and marketing team.
- Deliverables
 - Horizontal and stacked versions
 - PNG, JPEG, AI files
 - Black & White, color and reverse color options

The new logo is part of an overall rebrand that Anchorage Concert Association is working on. For this project, we are only seeking a new logo. Anchorage Concert Association will create the

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Anchorage Concert Association

overall branding guidelines. We seek a logo we would be able to adapt as necessary with our own creative license.

Proposed Timeline

In 2020, Anchorage Concert Association will present our 70th season. We would like to launch the new logo as part of this season. We will begin creating materials for the new season in March and send the 2020/2021 season brochure to print in April 2020.

- Dec. 11: Release of RFP
- Jan. 7: Deadline for proposals
- Jan. 21: Winning vendor notified
- February-March: Drafts and revisions
- April 1: Final logo delivered
- April 17: New logo unveiled at Anchorage Concerts 2020/2021 Season Preview Party

Budget

\$3,000-\$5,000

Proposal Requirements

- **Agency/Designer information**
 - Provide graphic designer/agency's name, address, URL, and telephone. Include name, title, and email address of the individual who will serve as agency's primary contact. Include a brief description and history of your agency.
- **Project approach**
 - Explain your project approach, style, and process.
- **Provide biographies of key staff**
 - Include a summary of experience of all key staff.
- **Experience**
 - Proposals should include a list describing projects that are similar in scale to ones that your firm has completed. Where possible, highlight work for analogous organizations.
- **Schedule and timeline**
 - Proposals should include the estimated project duration.
- **Cost**
 - Proposals must include the estimated cost for all work and list of anticipated expenses.

Deadline

Submit your proposal by 9 a.m. Jan. 7, 2020 via email to Laura Carpenter, lcarpenter@anchorageconcerts.org

Submit to / Contact Name

Laura Carpenter (project leader), Marketing Director, Anchorage Concert Association
430 W 7th Ave Suite 200, Anchorage, AK 99501

lcarpenter@anchorageconcerts.org, 907-272-1471 ext. 202

She/her/they/them

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