

**Colorado Ski Country USA**  
**Request for Proposal for Graphic Design Services**  
**Answers to questions submitted by applicants**

After reviewing all questions received the following answers or explanations have been developed. Please note that due to several similar questions some have been paraphrased and/or condensed to a topic and explanation has been given. If there are still specific questions that have not been addressed please contact Stephanie Smith, Stephanie@coloradoski.com, 303.866.9702.

**Pricing:** Colorado Ski Country would like pricing to be provided as the vendor feels is best given the scope of services defined in the RFP. If pricing as a retainer, please include the number of hours included within the retainer and the hourly rate for work above and beyond the retainer. We do not have an hourly rate set, and do not have a preference regarding retainer or hourly rate. CSCUSA is a small not-for-profit trade association that is price sensitive so competitive pricing is expected from all applicants.

**Budget:** The overall budget for the 2010-2011 season has not been confirmed yet, however, the design budget is expected not to exceed \$25,000. This does not include any website redesign or development. Additional budget would be allocated for those services if we choose to proceed.

**Content/Assets:** CSCUSA will provide all photography and has photographers/videographers that we will use for specific photos that may be needed. CSCUSA will provide all copy for materials, however, headlines, taglines, or small copywriting needs may be requested.

**Printing:** CSCUSA will accept quotes/rates on printing as part of this proposal, however, it is not required and CSCUSA will reserve the right to seek quotes from other vendors and determine where materials will be printed.

**Vendors:** The contract awarded through this RFP process will be strictly for Graphic Design services, no other vendor services will be included in this contract. Locating and contracting all other vendors will be the sole responsibility of CSCUSA.

**Meetings:** Vendor will not be required to attend any specific meetings, however, attendance at client meetings to discuss projects is expected. Attending press checks and other vendor meetings are not necessary but may be encouraged.

**Design Standards:** CSCUSA has a current set of design standards but with a new look and feel new design standards will likely be required.

**Is there design overlap for any of the pieces?**

Yes, there is design overlap for 5th & 6th Grade Passports. Plastic Pass Cards for all pass programs are similar with slight differences between each. Advertising, brochures, and collateral for each program should overlap to some degree to create a consistent look and feel.

**Are there any specifics that can be provided for any of the pieces?**

All materials with the exception of Newspaper advertising is full color. Program brochures are currently tri-fold, full color, 2-sided but this can be changed with vendor input and coordination with look and feel.

**What is meant by "App" when used for school materials?**

These are application forms for the Passport Programs.

**Are translation services required for the Spanish pieces?**

Translation services are not required as part of the proposal. Vendors are encouraged to include pricing for translation services but CSCUSA reserves the right to select another vendor.

**There is mention of both brochures and tri-fold brochures. What format are the items referred to as brochures?**

Currently, the Gems brochure, Gold Pass brochure and school applications are tri-fold. The SIA Brochure for this season was a 4 page, 8 1/2 x 11 brochure. The Associate Member brochure has not been confirmed so the design and format are flexible.

**The RFP states that for work samples, “only one of each sample is needed.” Does this mean that of the 4 proposals submitted (3 hard, 1 soft) we need only to provide one version of design samples?**

Yes, only one version of design samples is necessary. A combination of hard samples and online sources is encouraged.

**You request native files for all projects. Is there a software preference or version requirement?**

We currently use Adobe CS3 and layered, editable files are preferred.

**Is there a brief or guidelines to instruct the new look and feel?**

CSCUSA does not currently have a brief or guideline for the look and feel. We expect that, upon selection of a vendor, there will be a series of meetings/discussions to determine the overall design direction.

**On page 2 under Objective, the last sentence “the consistent look and feel will be determined...a portion of which may be included in the selection process.” Please explain.**

CSCUSA does not expect vendors to include comps or design ideas in the proposal. During the interview process may seek input or ask for ideas regarding creative direction solely for the purpose of evaluating the candidates and their understand of our needs and the industry.

**What kind of signage are you looking at for Annual Meeting & Media line items? How many different signs? Will you need hardware?**

For Annual Meeting we're looking at mainly welcome signs, directional signs, table tents, and sponsor signage, ranging from 10-25 pieces depending on year, venue and number of sponsors. Hardware will not be needed.

**Do you have an idea of the types and quantities of Passport & International various advertising needs?**

These will mainly be a mix of newspaper, magazine and web advertisements. These rarely exceed 3-5 executions each per season.

**The proposal requirements includes asking firms to list other “ski area clients.” Will CSCUSA consider working with firms who do not have specific ski area experience? If so, how much does this experience factor into the decision making process?**

CSCUSA will certainly consider candidates that do not have ski area client experience because we are a membership organization and one very integrated into the broader ski industry, it is a relevant but not determinative factor.

**Who has developed materials for CSCUSA in the past and will the incumbent firm/individual be participating in the RFP process?**

CSCUSA has not had a specific agency of record in recent history CSCUSA has worked with various vendors for our needs some of which may be participating in the RFP process.

**Please provide size specifics for any tradeshow graphics you would like design development estimates for as part of the proposal submission.**

We do not have exact specifics of these materials. We understand that pricing for such items with our details could be difficult but we're interested in the capabilities of the applicants in these areas just as much as the cost of development for these materials. For example, past tradeshow materials included pop-up displays of 39in x 90in and 4ft x 3ft.

**What is the working relationship term (length of contract)?**

This is expected to be a 3-year contract with long-term opportunities.

**Will projects be taken to "print-ready" format by the agency?**

Yes, projects will be taken to "print-ready" format by the agency to start. We have asked for raw files so that some small changes (resizing, minor text changes) may be made in-house if necessary.

**The RFP references "online brochure" in the "Gold Pass" project. Can you provide more information on this?**

The online brochure for Gold Pass is a PDF sales piece.

**The RFP references "online banners" in the "Gems" project. Can you provide us with the quantity required?**

At least one online banner is created for the Gems program per season. Other banners will be a similar design and message in different sizes depending on where they are being placed, 3-5 executions per season.

**How many people from CSCUSA will be involved in the approval process for creative?**

1-2 people per project will be involved in the final approval of creative. The main contact may vary depending on project.

**Who is the decision making committee?**

Melanie Mills, CEO, Nicolas Barrancos, Senior International & Marketing Manager, Stephanie Smith, Marketing Manager

**What is the selection criteria and how much will each criterion be weighted?**

The selection criteria will be: pricing structure, professionalism, project management and timing, previous work, and knowledge and understanding of the travel and/or ski industries. Specific details on weighting are yet to be determined.

**Will the selected firm work with you on strategy and creative direction or do you envision that the firm will primarily execute an already developed strategy?**

CSCUSA fully expects to work collaboratively on strategy and creative direction with the selected firm.

**Does the current logo have meaning behind the image and/or colors?**

The current logo and colors are those in the Colorado state flag. We do not plan on changing the current Colorado Ski Country USA logo at this time.

**Are you interested in more than just graphic design services? in such as Marketing/PR/Digital and more?**

No, we're strictly looking for design services in this RFP process.

**Does the bid need to include CSCUSA owning the source files?**

Yes, CSCUSA requires that we own all source files from the beginning of the working relationship.