



Colorado Ski Country USA
Request for Proposal for Graphic Design Services

Proposals due: Friday February 26, 2010 at 5:00PM

Contact:
Stephanie Smith
Sales & Marketing Manager
1507 Blake Street
Denver, CO 80202
303.866.9702
stephanie@coloradoski.com

Request for Proposal

Colorado Ski Country USA (CSCUSA) is requesting responses from professional graphic design firms and individuals for a wide variety of graphic and design services. Marketing and communications projects could include but not be limited to brochures, flyers, signage, advertisements, invitations, brand identity, newsletters, and other materials as requested, all of which may be requested for use electronically or otherwise.

Company Background

Colorado Ski Country USA is a not for profit trade association established in 1963 with the purpose of promoting skiing in Colorado and the Rocky Mountains. Colorado Ski Country USA currently represents 22 Colorado ski areas, primarily functioning in the areas of marketing, public relations, and public policy. As part of these efforts, CSCUSA manages several unique programs including 5th & 6th Grade Passport, Colorado Gems, Gold Pass, and The Best of the Southwest. CSCUSA is a small organization that is budget-conscious in all aspects of its business.

Objective

CSCUSA is seeking to update old, and develop new, marketing and communications materials and graphics. The identity, or brand mark, for CSCUSA will not change, however, CSCUSA would like the chosen organization or individual to bring a new look and feel to our materials through their skill and creativity. CSCUSA will work closely with the selected applicant to create a professional, consistent feel among various materials. CSCUSA's materials serve a wide variety of purposes targeting diverse audiences. The consistent look and feel will be determined prior to the start of full scope of services, a portion of which may be included in the selection process.

Proposal Coordinator/Contact

The CSCUSA Coordinator for this proposal process is Stephanie Smith. Questions concerning the Scope of Services or the meaning of any part of the RFP should be directed to Stephanie Smith via email: Stephanie@coloradoski.com prior to February 15th at 5:00PM.

Scope of Services

- Creation and design of program materials which may include brochures, pamphlets, buck slips, and posters for the following programs: 5th Grade Passport, 6th Grade Passport, Colorado Gems, Colorado Gold Pass.
- Creation and design of plastic cards for all pass programs: 5th & 6th Grade Passport, Colorado Gems, All-Star Pass, VIP Pass. Colorado Gems also includes a card sleeve.
- Creation and design of print and online advertising for various programs.
- Creation and design of invitations and supporting materials (name badges, signage, table tents, etc) for media events as needed throughout the season, typically 5-7 per year.
- Creation and design of all annual meeting materials including save the date, invitation, signage, and sponsor materials.
- Creation and design of 32 page CSCUSA specific vacation planner, budget depending, size and exact specifics yet to be determined. Content will be developed mostly by CSCUSA with some input from chosen applicant.
- Creation and design of brochure and marketing materials for the SIA Snow Show.
- Creation and design of promotional materials and items on an as needed basis.
- Creation and design of international marketing materials on an as needed basis.
- Creation and design of tradeshow booth materials including booth graphics, pop-up displays, banners, and printed handouts.
- Various other graphic and design needs on an as needed basis throughout the year may be added.

To better assist in determining pricing and extend of projects, a brief overview of the timing of each project is included on page 4.

For each project:

- CSCUSA will provide the content and assets to the best of their ability for each project.

- Selected applicant is expected to provide creative and technical advice, direction and input on all projects to ensure a professional, high quality final product.
- Selected applicant will deliver all products on time to CSCUSA as specified by CSCUSA.
- Selected applicant is expected to deliver all products in high resolution files or store each in a location where they can be accessed by CSCUSA at all times.
- All products should be delivered to CSCUSA in the specified format and as raw files to be used at a later date if necessary.
- CSCUSA will adhere to all timelines and deadlines provided by the selected applicant.
- CSCUSA will provide final approval of all projects prior to delivery.

Additional Opportunities

In the selection of a Graphic Design agency/individual, CSCUSA, may also be seeking an organization to redesign and redevelop ColoradoSki.com. The redevelopment of ColoradoSki.com is strictly budget dependant at this time. CSCUSA may use the same organization/individual for design and development of the website if the budget comes available. No formal proposal for site redevelopment is required as part of this RFP but the organization's abilities and experience in web development will be taken into consideration. Please submit all supporting materials as a section of your submission.

Submission Requirements

- All applicants should submit 3 copies of all proposal documents and provide 1 electronic copy prior to the deadline.
- Proposals should be submitted to:
Stephanie Smith
Sales & Marketing Manager
Colorado Ski Country USA
1507 Blake Street
Denver, CO 80202
stephanie@coloradoski.com

Proposals are due no later than February 26, 2010, 5:00PM.

Proposal Requirements

All proposals should include the following:

- **Letter of intent:** please submit a brief letter of intent stating interest in bidding on this contract and the official point of contact for your proposal.
- **Pricing structure:** please submit, in detail, the cost associated with the projects included in this RFP. Include retainer fees, hourly rates, expenses and/or any combination thereof. Also include details regarding how additional projects will be billed.
- **References:** please include organization name, contact name and contact details for 3 current or past clients (within past 3 years) that may serve as a reference.
- **Ski Area Clients:** please list any or all ski area clients currently and in the past 3 years.
- **Web Development Experience & Information:** include any or all information that displays the applicant's experience or abilities in website development, programming and design. State whether website development and programming is done in-house or through an independent contractor and provide name of contractor.
- **Works samples:** include any work samples that you feel strengthen your proposal. Only one of each sample is needed.

Selection Process

Feb 8: RFP is distributed and posted publicly.

Feb 15: Questions to be submitted to stephanie@coloradoski.com by 5:00PM.

Feb 17: Responses to all questions posted at <http://www.coloradoski.com/Company/Jobs/> by 5:00PM.

Feb 26: All proposals and supporting materials due by 5:00PM.

Mar 1-5: Interviews with selected candidates.

Mar 11: Selected candidate notified.

Project Timeline

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
PASSPORT												
5th Grade Poster												
5th Grade School App												
5th Grade App (Spanish)												
5th/6th Retail App												
6th Grade Pass Mailer												
5th Grade Buck Slip												
6th Grade Buck Slip												
Envelopes												
5th Grade Card												
6th Grade Card												
Postcard - Expo												
Advertising - various												
GEMS PROGRAM												
Brochure												
Card												
Card Sleeve												
1/3 Page Ad												
Online Banners												
GOLD PASS												
Tri-fold Brochure												
Medallion												
RFID Tag												
Overview Card												
Online Brochure												
ASSOCIATE MEMBER												
Brochure or Flyer												
INTERNATIONAL												
Various Advertising												
MEDIA												
Event Invites (5-7)												
Signage/Materials												
ANNUAL MEETING												
Save the Date												
Invitation												
Signage												
VACTION PLANNER												
Full design & layout												
SIA SNOW SHOW												
Brochure												

