



TENDERLOIN TUESDAY RFP

Hamilton County Tourism, Inc. seeks artists to create a vintage Americana-themed design for the annual Tenderloin Tuesday™ promotion (see inspiration and previous t-shirt designs for this promotion below). The design should be celebratory in style, taking into consideration that this is an ongoing, beloved promotional event and should build on the excitement of summer.

Hamilton County Tourism, Inc. will have exclusive copyright to the winning artwork. The design will be applied to a T-shirt that is distributed to participants who successfully complete the Tenderloin Trail™ requirements during the month of July. This T-shirt may also be sold by local partners of Hamilton County Tourism, Inc.

The design will also be applied to a variety of design assets and artwork, so it must be digitized as necessary and made fully editable for use by Hamilton County Tourism, Inc.'s in-house creative and marketing team.

Deadline for Submission: Friday, April 15, 2022 at 11:59 p.m.

Budget: \$500

Hamilton County Tourism, Inc.

37 East Main Street

Carmel, IN 46032

317.848.3181

VisitHamiltonCounty.com



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ELIGIBILITY

To be eligible to submit for this opportunity, artists must:

- Be able to meet project requirements
- Be over the age of 18
- Be willing to meet all contractual obligations, adhering to a strict budget and timeline
- Consent to their design being used, applied, and sold in whatever ways Hamilton County Tourism, Inc. determines

REQUIREMENTS

This project requires the artist to:

- Develop a 1- to 4-color design that captures the look and feel of the 2022 Tenderloin Tuesday™ marketing direction
- Create print-ready artwork that can be easily edited by Hamilton County Tourism, Inc. in-house creative and marketing team

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- Coordinate with Hamilton County Tourism, Inc.'s in-house creative team who will facilitate the application of the design to all marketing materials deemed necessary by Hamilton County Tourism, Inc.
- Follow the direction provided (see below)

SELECTION PROCESS

Artists must submit proposals to: Kelli Jenkins
kjenkins@hamiltoncountytourism.com by 11:59 p.m. on Friday, April 15, 2022. Representatives from Hamilton County Tourism, Inc. will review submitted proposals and select finalists to further explore, eventually selecting one design.

Note: While this is the intended selection process, in the event of an insufficient number of qualified applicants, Hamilton County Tourism, Inc. reserves the right to invite artists to propose or to directly select an artist and also reserves the right to cancel the opportunity entirely at any point and for any reason.

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Selection Criteria: Finalists will be selected based upon the following criteria:

Technical Ability: Artist submission indicates professionalism, skill with materials and techniques, and indicates the capacity to meet the requirements of the project.

Artistic Quality: Artist's work is appropriate in its context, innovative, and stylistically distinctive.

Project Timeline: This timeline represents the project as it now appears. Changes may be necessary as the project progresses.

- Release Requests for Proposals March 11, 2022
- Deadline for proposal submissions: April 15, 2022
- Selection review: April 20, 2022
- Selection of final artist: no later than April 22, 2022
- T-shirt production: beginning no later than May 1, 2022

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HOW TO APPLY

Artists must submit the following information to Kelli Jenkins, Creative Services Manager, Hamilton County Tourism, Inc.

kjenkins@hamiltoncountytourism.com (please note: submission materials will not be returned to applicants):

- Cover letter: Please include a short statement about your interest in this project. Include a personal or professional connection you have and how it influences your interest in this project. Please also include a statement about how your previous work experience qualifies you for this opportunity.
- Resume
- Portfolio or examples of previous artwork
- Sketches for this project

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