

2023 Historic Kenwood Artist Enclave Studio Tour
Request for Proposal (RFP): Design for 2023 promotional materials
Deadline August 20, 2022

Historic Kenwood is the Neighborhood of the Arts in St. Petersburg. Our signature event each year is the Artist Studio Tour. Last year in 2022, the tour saw 1000+ visitors enjoy our 2-day event featuring 24 artists at 19 stops. All artists enjoyed sales or connected with new clients. We received great coverage in the media with a feature story in Green Bench. A marvelous video was produced that showcased the participating artists and studios.

Building on the five successful tours we have had and the momentum created coming back after the pandemic shut-down, we are seeking to bring new and exciting enhancements to the tour that will continue to increase the interest and excitement of the Historic Kenwood Artist Studio Tour for both visitors and participating artists of the enclave.

Purpose of this RFP: For the 2023 tour, we are requesting designs for 2023 promotional materials.

Any AEHK member or resident of Historic Kenwood may submit individually, or they may submit in partnership or with a team. Collaborators with an AEHK member are not required to be members (e.g., a designer that helps create what the AEHK member envisioned but may not have the technical skills to execute).

The promotional materials need to be created in the various sizes needed to promote the event. They can, but do not need to show the same design, but they should be cohesive (i.e., same design concept). For this RFP submission, applicants only need to submit 3 variations/sizes per design concept.

Designs can be based on previous designs (i.e., “the slices” used in several past tours), another design that incorporates art by various artists, a single piece of art, or a design that is purely graphic. The sky is the limit. Be your creative self!

Designer/applicant must have all rights to the submitted design and release those right for use of the design to the AEHK Tour.

Applicants can submit more than one design concept. Each design concept should come as a separate application.

The winning design will be awarded via an anonymous vote by all AEHK members. A point system will be used to determine which design wins. Winner will be credited on the print designs.

Scope of Work:

- A. Finalist is expected to deliver the following variations of the design as they become needed for promotion:
 1. Save-The-Date postcard front: 4 x 6 inches (300 dpi)
 2. Save-The-Date postcard back: 4 x 6 inches (300 dpi)
 3. Big poster: 11 x 17 inches (300 dpi)
 4. Small poster: 8.5 x 11 inches (300 dpi)
 5. Vertical Instagram / social promo: 1920 x 2400 pixels
 6. Horizontal Facebook / social promo: 2400 x 1256 pixels
- B. Design should allow (blank) space for sponsor logos.
- C. Text to include on promotional materials – as designer sees fit:
 1. The Artist Enclave of Historic Kenwood 2023 Artist Studio Tour
 2. Free, self-guided, and open to the public
 3. Saturday, Sunday - March 18 and 19, 2023 - 10am – 5pm
 4. Kenwoodartistenclave.org (specific tour link TBD for final design)
 5. Optional: Where Art Lives and/or Neighborhood of The Arts
 6. Optional: see local artists at work in their studios – get the chance to purchase original art
 7. Optional: Throughout the neighborhood of Historic Kenwood in Saint Petersburg, Florida

Eligibility Criteria for Selection of Artists:

- Member in good standing (current dues) of the Artist Enclave of Historic Kenwood. Partnership or team concepts must be sponsored by an AEHK member in good standing.
- Quality of design as presented in proposal
- Proven ability to meet guideline requirements and deadlines
- Adherence to budget as presented in proposal

Artist Selection Process:

- All proposals will be reviewed by the 2023 AEHK Studio Tour Committee and compiled for presentation to full AEHK membership for voting.

Budget:

- A maximum stipend of \$100 will be paid for the winning design, invoiced by the artist to AEHK.
- AEHK strongly supports compensating artists for their work, but our budget is very limited. We gratefully welcome voluntary donations (cash or in-kind) to offset costs. This is not a requirement, and it will not impact the selection process.

Submission Process:

All proposals should include:

- Name, address, e-mail address, phone number
- Brief description (no more than 100 words) of the proposed art and/or statement of intent.
- Print-ready drafts of promotional materials (same / matching designs) per design concept:
 - Save-The-Date postcard front: 4 x 6 inches (300 dpi)
 - Save-The-Date postcard back: 4 x 6 inches (300 dpi)
 - Big poster: 11 x 17 inches (300 dpi)

Timeline:

- RFP / Call for Artists Issued (July)
- Artist submits proposal (August) – Deadline: midnight on August 20, 2022
- AEHK selects artist (September)
- Marketing Campaign begins (October)

Design Elements:

Logos, etc.: <https://bit.ly/AEHK-design-elements>

Photos of AEHK artists' work: <https://bit.ly/AEHK-art-photos>

If interested, please submit your proposal no later than August 20 to Luci Westphal at Luci@historickenwood.org. Please contact Luci with any questions via email or call (727) 266-6925.