

# MAINE BREWERS' GUILD

## DESIGN RFP

Maine Brewers Guild seeks a partner to serve as a design resource to help create imagery for key guild events throughout the year.

This is the first time that the guild is seeking to engage a single party for design work -- to save time in selecting designer, and ensure availability, consistency, and improve workflow. We are committing to 50 total hours of work, broken out throughout the year, for a budget of \$3,000 total.

Examples of work to be executed include:

- Advertisements for small, in-kind opportunities (e.g. tourism booklet, CVB map ad)
- Managing/editing existing files
  - Edits to Beer Trail brochure
  - Member newsletters
  - Edits to New England Brew Summit brochure
- Promotion of major guild events
  - Includes posters/key art, social media graphics, website banner headers, etc.
  - Events include New England Brew Summit (March), Summer Session (July), Maine Beer Box Int'l Event (September), Winter Session (November)
  - Posters/social media posts/ticketing website banner headers.
- Economic Impact Study infographic
- Support with design for new Website design
- Merchandise
  - T-shirts
  - Stickers
  - Glassware
- Large format design for shipping container sized Maine Beer Box -- panels/ads/posters/promo pieces

(We are not looking for a photographer or videographer, and we have assets on hand for use by designer, including high res professional photography.)

Ideal partner will:

- Have resources to design these projects without interruption
- Track record of on time, on budget, high quality delivery
- Be comfortable working with assets of different high resolution file types, and delivering different file outputs
- Have understanding of craft beer industry in Maine

- Be based (at least primarily) in state of Maine and have experience designing content for Maine businesses

To be considered, please deliver:

- Plan for how you would staff these deliverables described above on a budget of \$3,000 (total)
- Portfolio of other businesses (local and national) with examples of work for whom you have created designs
- References to other businesses you've worked with that can speak to your quality of work and partnership approach.

Please email your proposal to: [info@mainebrewersguild.org](mailto:info@mainebrewersguild.org).

Questions? Please contact us at [info@mainebrewersguild.org](mailto:info@mainebrewersguild.org).