

## Ogden's Christmas Village

### Request for Proposals

### Christmas Village Sweater Design Contest

**DEADLINE:** June 3, 2020

#### **Overview**

Ogden's Christmas Village is an annual event that takes place between Thanksgiving and the New Year. The entire Municipal block is decorated and programmed to celebrate the festive atmosphere around the holidays. Each year a theme drives the design choices for cottage decoration, poster design, and commemorative sweatshirts.

Visionary artists are invited to be a part of Ogden's Christmas Village by submitting a design for consideration.

The winning design may receive local exposure, including but not limited to: merchandise, print ads, social media posts, website ads and web banners, etc.

#### **Artwork/Design Guidelines**

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To guide artists, listed below are some words and ideas to aid in the brainstorming process:

##### **Key Words to Guide Design**

Winter, Gnome, Village, Christmas, Holidays, Elves, Snowman, Festive, Snow, Lights, Family & Togetherness, Santa, Trees, Christmas trees, Family fun, Tradition, Hot Cocoa, Hats & Mittens, Sweater, Sweatshirt, Cozy, Explore, Holiday Cheer, Toys.

##### **Theme to Guide Design**

Gnome for the Holidays

##### **Design Requirements**

When developing the artwork, please keep in mind that the poster design will be judged according to the following criteria:

1. Clarity and originality of message: Judging panel will be looking for innovative and creative designs that illustrates the Christmas Village tradition, as well as joyful, forward-thinking and inclusive values. Designs using an image of a Gnome or landscape should tell a story. The Panel is not just looking for Gnome imagery alone.
2. Impact, memorability, and appeal to general audiences: sweatshirt design must appeal to general audiences & Ogden City (ALL age groups, gender, and other identifiers). Designs must NOT include political or promotional messaging, nudity, weapons, offensive imagery, and derogatory text. Designs must NOT infringe on any copyrights or trademarks. We expect artists to exercise their best judgement in making creative decisions.
3. Unique, positive, and non-stereotypical representation of any ethnicity or culture. *Important:* Artwork must be FREE of any generalizations about any ethnicity or culture. This includes but is not limited to: stereotypical imagery, icons specific to one country, and uninspired stock visuals.
4. Design (type, color, composition, craft): Keep in mind this is for Ogden's Christmas Village. Design must contain the Event name (Ogden's Christmas Village), and theme (Gnome for the Holidays) Single color designs are preferred (see examples below). Limit color options to greyscale for printing.
5. Versatility for application on other media: Poster design must be functional because it will be used in advertisements, catalogue, website and other marketing materials.

**Artwork Specifications**

This call is for two-dimensional artwork only.

Artwork should be submitted in digital format. Format: JPEG, 300 DPI (RGB & CMYK), 4 MB. Ready to be reviewed on 8.5x11 paper (artists may also include a PDF sample for easy review).

Can be applied to any sweater color except purple.

**Who can participate?**

Competition is open to all artists of any age.  
There is no entry fee.

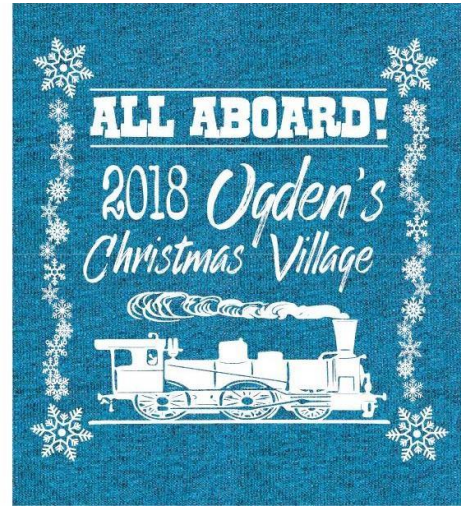
**Award**

- Top Award: A \$200.00 artist honorarium will be awarded for one piece of submitted artwork that is described in the design guidelines. The honorarium shall compensate the artist for the design and rights to the design/artwork; no compensation beyond the honorarium will be provided. Ogden City shall own the rights to the submitted designs/artwork and will use them for promotional exposure in all Village related marketing materials, printing on posters, merchandise items, and any other uses that Ogden City deems necessary.

## Artistic Style Examples

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(below is an illustration of Ogden's Christmas Village designs 2016-2019)



(below is an illustration of Ogden's Christmas Village Design renderings 2013-2015)

\*Consider providing an example using a sweatshirt image like this for clarity



**SUBMISSION OPTIONS, INSTRUCTIONS AND REQUIRED MATERIALS**

**How to Submit**

Interested artists may submit applications in person or by mail by **4pm June 3, 2020**. The deadline **is not a postmark deadline**. Please do not include supplemental materials beyond the requirements listed below.

Physical submission materials will not be returned. The artwork will become property of Ogden City.

Artists will be required to submit the following:

- Completed Application for Proposal-
- Bio or Resume
- Artists’ statement and concept of work
- Portfolio (optional)
- Artwork / design provided in digital format: JPEG, 300 DPI (RGB & CMYK), 4 MB. please provide a high-resolution electronic copy via email or jump drive.
- PDF file for easy judging

**Selection Process**

- A panel composed of Ogden city staff and members of the Christmas Village Committee will review and score submitted designs.
- Submissions from artists based in Ogden will receive a 10% bonus on their score

**Schedule**

Date	Process
May 8 – June 3	Call for Submissions
June 3, 2020	Deadline for Proposal materials and application to be submitted
June 4, 2020	Winner selected
June 8, 2020	Artist’s notified
July 1-August 31	Honorarium payment processed, and received by artist
Winter 2020	Artwork displayed in marketing material, sweatshirts, etc.

**DEADLINE and CONTACT INFORMATION**

**Materials must be received by 4:00pm June 3, 2020.** All supporting material must be included. Incomplete or late proposals will not be accepted. Ogden City is not liable for lost or damaged materials.

**Please deliver proposal materials to:**

Ogden City Public Services- Stacey Olsen  
Christmas Village Sweater Contest  
133 W. 29th St.  
Ogden, UT 84401

\*If delivering in person, leave the proposal at the information desk on the 2<sup>nd</sup> Floor.

\*Please allow for space between yourself and other in the building

**Please contact Ogden Christmas Village Staff with any questions or concerns:**

Stacey Olsen +1 801-629-8214 or email: [Staceyolsen@ogdencity.com](mailto:Staceyolsen@ogdencity.com)

**GENERAL CONDITIONS**

- 1) Ogden City may accept or reject any or all proposals, under any circumstances, for any reason, without explanation.
- 2) This RFP shall not obligate Ogden City in any manner and shall not impose any liability upon Ogden City. Ogden City shall at no time be liable to artist, or any other party, for costs incurred by artist.
- 3) Vendor (artist) must read and be thoroughly familiar with the terms, conditions and specifications of this RFP. Failure to do so shall not relieve artist from any of its obligations.
- 4) Ogden City may postpone the date and time announced for submission of proposals at any time prior to the submission date by giving written notice to potential artists.
- 5) Ogden City reserves the right to award a contract to the artist(s) it determines will provide the best long-term value for Ogden City.
- 6) Interest in Contract. No officer, employee or agent of the City who exercises any functions or responsibilities in connection with the review, approval or administration of this contract shall have any personal interest, direct or indirect, in this contract.
- 7) Right to Reject Proposals and Negotiate Contract Terms. The City reserves the right to reject any and all proposals or accept any proposal deemed to be in the best interest of the City.

Ogden's Christmas Village

Gnome for the Holidays

Annual theme art Contest

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_