

North Park Main Street

Request for Proposal

Feb 3 2022

\$ 3,500-4,000

North Park Festival of Music Graphic Design

I. North Park Festival of Arts 2014

The Greater North Park Community and the North Park Business District have experienced a renaissance within the last ten years. This thriving push toward economic vitality involves many components, and at the center is a commitment to enhancing and promoting the arts. North Park has been by definition, an urban village: a community-oriented center where residential, commercial, employment and civic/education are all integrated. The urban village concept is enhanced by highlighting the business of arts through special events designed to bring in local artists to exhibit, perform and educate the community.

II. Project Overview

The North Park Festival of Music, a move forward from the Festival of Arts, will provide the people of San Diego County an opportunity to experience the rich diversity of our regions cultural traditions through music, dance, and live, still and media art. The festival provides an array of live musical performances on three stages that range from indie, hip-hop to rock n' roll, flamenco dancing to ballet, folk music to R&B and more. The festival is dedicated to presenting the works of established and aspiring local artists, and exhibitors. The festival greatly aids in the economic development of North Park as it generates tourism, media attention, and name recognition that helps sustains the commercial district and its small business community throughout the year. The festival provides an opportunity for collaboration between North Park businesses and artists and performers from around the region. The festival also financially benefits participating local vendors, artists, musicians, and non-profit organizations by providing them the opportunity to sell their products, share their talents and gain community recognition at a large public event. One of the new components of the festival is a focus on cultural diversity. The North Park Festival Music is a public event that has attracted locals and tourists annually since 1996 and continues to

grow at a steady rate. Approximately 30,000 - 35,000 attendees are anticipated in 2022.

North Park Main Street wishes to employ as contractor a company or individual to perform the following tasks:

Timeline of completion:

- 1) Event Marketing material:
 - 1) Create new North Park Festival of Music logo – Feb 28th 2022
 - 2) Create images for use on social media and web March 1st 2022
 - 3) Poster design, event flyers design, event signage design
 - 4) General Poster: April 1st 2022
 - 5) Flyers: April 1st 2022
 - 6) Map design: April 30th 2022
 - 7) Event signage May 1st 2022

Timeline of completion:

Begin Feb 28th-May22nd

- 2) Create online shareable event content, images, and consistent brand images across all accounts with graphic portfolio.
- 3) Design and implement new festival page on website
- 4) Add all current North Park Festival of Music information; to include but not limited to stage line ups, sponsors, artists and craft beer block participants.