



## Copper River Delta Shorebird Festival

Request for Proposal for Graphic Design, Logo, & Branding

### *Background Information*

#### **The Copper River Delta Shorebird Festival**

[www.coppershorebird.com](http://www.coppershorebird.com)

Now in its 30th year, the Copper River Delta Shorebird Festival celebrates the spring migration of shorebirds as they stop on the rich mudflats around Cordova, Alaska and make their way to their northern breeding grounds. An estimated 5 million birds collect to feed heavily and rest, with an incredible wild backdrop of the Chugach Mountains, Chugach National Forest and Prince William Sound. Visitors to the Shorebird Festival experience the spectacle of migration as they observe large flocks of birds swirling over the mudflats.

The Copper River Delta Shorebird Festival is a fun celebration of nature, community, and art that is centered on the arrival and delight of the shorebirds themselves. Birding professionals and novices alike enjoy the festival and leave with a special sense of place and community unique to Cordova and its surroundings.

A sample of activities offered at the festival include: fiber art & hand-craft classes at the Net Loft, art openings, presentations by featured international speakers from throughout the Pacific Flyway, bird-focused classes, dance performances, hikes into the Chugach National Forest, boat outings, a pie social, birding challenges, kids' activities, and field trips to birding hotspots at Hartney Bay and Alaganik Slough.





### About Cordova, Alaska

[www.cordovachamber.com](http://www.cordovachamber.com)

Cordova is an artistic and close-knit commercial fishing town on the edge of Prince William Sound and the Gulf of Alaska, surrounded by the Chugach National Forest, rugged peaks, glaciers, and ice fields. A 50-mile road extends from town onto the Copper River Delta, a rich expanse of wild streams and mudflats that originate in interior Alaska and empty into the Prince William Sound. A lively town with a deep history and a resilient spirit, the area has been populated by the Eyak people for millennia and in 1908 became the terminus of the Copper River & Northwest Railroad, supplying the Kennecott mines with transport south. When the final loads of copper ore came down the railroad in 1938, Cordova was forced to reinvent itself, becoming “The Razor Clam Capital of the World”. Overharvesting and the 1964 [Good Friday earthquake](#), however, effectively and completely obliterated the industry. Cordova bounced back with a booming herring fishery which was dealt a fatal blow in 1989 as Cordova became the epicenter of the ecological disaster, the Exxon-Valdez Oil Spill. Slowly, Cordova’s grit and pluck drew her up once again; and today, Cordova is the home of the world-famous Copper River Salmon --renowned for its quality and flavor. Steeped in history with a rich culture, Cordova is known as “Alaska’s Hidden Treasure” and a great jumping off point for a variety of adventures.



## **Scope of Work**

### **Logo Creation and Branding**

The Copper River Delta Shorebird Festival would like a logo created for our 30th anniversary that can be slightly altered and used for the years following the anniversary as well. The sense of place is a critical component to this festival's unique charm and character. We'd like this to show through in its branding. We are looking for a logo that is whimsical and fun, while highlighting shorebirds and spring in the Cordova area. Additional artwork elements that complement the logo will also be useful for the creation of print materials and other elements, listed below. Additionally suggested fonts and colors for future use on print materials, mailings, and newsletters are requested.

### **Print Materials**

In addition to the logo, the Festival is seeking a "permanent" brochure to advertise the festival year round at trade shows, tourism conferences, and to attendees at other festivals. Photography and content will be provided by the Festival Coordinator which can be incorporated into the print brochure with artwork, branded colors, and fonts that promote the Festival.

### **Magnetic Decals**

Designer will create magnetic decal design of the logo artwork to mark rented vehicles used for Festival Transportation.

### **Display Banner**

A large, horizontal banner will be created using logo and related artwork that will be hung in town at the Cordova Chamber of Commerce, who produces the Festival alongside its partners.

### **Stand Up Banner**

A large, vertical, roll up banner will be created using logo and related artwork to promote the festival at trade shows, tourism conferences, and other wildlife festivals the Festival attends, as well as to display at check in at the Festival itself.



### **Street Lamp Banners**

During the Festival, Cordova hangs dozens of banners from First Street lamp posts to celebrate in town. These banners can creatively complement the logo and artwork, highlighting the festival and spring on the Copper River Delta.

### ***Schedule of Execution***

January 30th: Call for Designers/Release of RFP

February 20th: Hire Graphic Designer

March 1st: Logo Creation

Mid-March: Rack Card/Brochure finalization, Stand Up Banner

Mid-April: finalize light post banners and vertical banners

*The 30th Annual Copper River Delta Shorebird Festival is May 7-10th, 2020*

### ***How to Apply***

Interested designers should send a one-page summary of your interest in creating a logo, complementary artwork, and the listed physical objects, as well as a summary of your experience creating such items. If you have preferred vendors you work with as printers for banners, etc, please list them as we often need to make shipping arrangements to Cordova that can be on a slightly different timeline than elsewhere in Alaska. Also please send a link to your portfolio and photos/scans of samples of work that you have created that you think demonstrate some of the elements we are looking for in logo and design work--dynamic, fun, connected to nature and land. Feel free to share this via a file sharing program such as DropBox, GoogleDrive, or something else.

Please include your hourly rate, and your estimate of what amount of time each element may take you, with a total estimate included.

All interested parties can direct questions and materials to Caitlin Lenahan, Shorebird Festival Coordinator, at [festival@coppershorebird.com](mailto:festival@coppershorebird.com).