

Request for Proposals: Poster Art for the 55th annual Southeast Alaska State Fair

Deadline: Proposals due January 1, 2024. After selection, B/W image excerpt/logo due **February 1, 2024** and final art due March 1, 2024.

Proposal Submission Materials: Letter of interest; basic sketch or mock-up of proposed art, and work samples. Proposal should be submitted via email, in digital form, to Amanda Randles: amanda@seakfair.org

Poster Art Budget: \$600

B/W image excerpt/logo for merchandise and branding: \$150

Specifications and requirements:

The poster is a marketing tool. It is meant to convey meaning at a distance.

- Poster size: 11" x 17"
- Event Name prominently displayed: Southeast Alaska State Fair
- Fair Dates and location prominently displayed: July 27-July 30
- Event Location: Haines, Alaska
- Contact info: www.seakfair.org; 907-766-2476
- A space to list 10 headlining entertainers.
- About 1.5 inches at the bottom of the piece for inclusion of sponsor logos;
- Reference to the 55th anniversary theme: **"Singin' In The Rain"**
- We're looking for something bright, welcoming, eye-catching, and fun.
- Fair Staff can work with you on lettering

Final Image Submission: Poster art and text will need to be digitized for printing in a high-resolution jpeg format. Minimum 300dpi. Digitized image should be crisp and clean, and text, if applied digitally, should appear intentional and integrated.

The b/w merchandise image excerpt should be designed for a 1:1 aspect ratio. Keep in mind the image will be printed as small as 2.5" squared (Klean Kanteen tumblers) and as large as 11" squared (t-shirts). It will also be prominent in all online and print advertising.

Revision: Fair will work with the artist to keep revisions to a minimum; but requests to see 30%, 60% and 95% drafts during the process in order to make sure we are on the right track.

Use: Poster art will also be adapted for website, programs, tickets, merchandise, and for various other promotional items or materials. Fair will be the owner of digitized art images after purchase. Artist should sign the image, and will receive credit on the website and in social media announcements.

Artist signature

Fair Representative