PROJECT OVERVIEW

Pentacle Theatre seeks a graphic design firm or independent contractor to design posters for the 2020 season.

ABOUT PENTACLE THEATRE

Pentacle Theatre’s mission is to provide *community members a collaborative opportunity to create and experience theater in an atmosphere of respect, support and enjoyment.* For more than 65 years, the Pentacle Theatre has brought to the mid-Willamette Valley a striking number of dramas, comedies and musicals that have challenged and uplifted our audiences.

SCOPE OF WORK

* Design of up to nine production posters (eight regular shows and possible fundraiser production)
* Show art and name only (brochure art) ratio 200 wide to 250 high
* Complete poster design with proper billing – full color, full bleed – 11x17”
* Complete program cover design (half sheet, full bleed)
* Complete “teaser” art
* Web ad
* [Facebook ad](https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic)
* Banner art for website ratio 1921 wide by 707 high

**DELIVERABLES**

July 1, 2019 Pentacle Theatre will provide full list of 2020 production names, directors, run dates and billing information for its 2020 season to the designer. (Some of this information may be available prior to that date.)

Early July 2019 Designer will meet with directors to discuss their vision and themes for productions.

July 2019 Designer will develop and send (up to three) thumbnail designs to each director and to the executive director. Once a design direction is set for each show, Pentacle Theatre (executive director and show director) may request no more than three sets of revisions. Final approval of the designs rests with the executive director.

Aug. 1, 2019 Final brochure art due to Pentacle Theatre executive director.

Sept. 3, 2019 Final web banners due to Pentacle Theatre executive director.

For each production package:

**No less than three months before each production opens:** Poster, “teaser,” program cover and FB ad delivered to executive director and program designer.

PROPOSAL GUIDELINES

This is an open and competitive process for all qualified graphic designers.

**PROJECT AWARD**  
Pentacle Theatre will review proposals and select a designer May 17, 2019.

**REQUIRED PROPOSAL ELEMENTS**

Proposals must include the following:

* Proof of qualifications (resume, client recommendations, etc.).
* Case studies and examples of work on posters, including outlines/proofs/examples.
* Written explanation of design proofs and creative brief.
* Proposed budget per program for eight regular season shows and one annual fundraiser — nine print-ready play programs total are required under this RFP.

**SUBMITTAL DEADLINE**

* Pentacle Theatre will accept hard copy and emailed submittals at the theatre business office, 145 Liberty St. NE, Salem, OR 97301, or [jobs@pentacletheatre.org](mailto:jobs@pentacletheatre.org) until 5 p.m. local time April 15, 2019.
* Proposals ***received or delivered*** to the Pentacle Theatre business office after deadline will not be considered, regardless of postmark or shipping drop date. ***Pentacle Theatre is not responsible for delivery delays.***