



REQUEST FOR PROPOSALS

THEATRICAL POSTER DESIGN 2023 SEASON

PROJECT OVERVIEW

[Pentacle Theatre](#) seeks a graphic design firm or independent contractor to design posters for its 2023 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 67 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 five production posters (art is already done for two productions on the 2023 season)
- Show art and name only (brochure art) ratio 200 wide to 250 high (using the existing designs for the two aforementioned shows)
- 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](#)
- Banner art for website ratio 1921 wide by 707 high

DELIVERABLES

Sept 1, 2022 Pentacle Theatre will provide full list of 2023 production names, directors, run dates and billing information for its 2023 season to the designer. (Some of this information may be available prior to that date.)

Early Sept. 2022 Designer will meet with directors to discuss their vision and themes for productions.

Sept. 2022 Designer will develop and send (up to three) thumbnail designs 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.

Oct. 15, 2022 Final brochure art due to Pentacle Theatre Executive Director.

Oct. 15, 2022 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.

SUBMITTAL DEADLINE

Pentacle Theatre will accept submittals at the theater business office, 197 Liberty St. SE, Salem, OR 97301, until 5 p.m. local time Aug. 22, 2023, or via email to lisa@pentacletheatre.org.

Proposals ***received or delivered*** to the Pentacle Theatre business office after the deadline will not be considered, regardless of postmark or shipping drop date. ***Pentacle Theatre is not responsible for delivery delays.***

PROJECT AWARD

Pentacle Theatre will review proposals and select a designer by Aug. 26, 2022.

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 five regular season shows plus the teaser, web banner, facebook banner, program cover and poster for the two designs already completed.