



REQUEST FOR PROPOSAL

TO: Graphic Designers

FROM: Julie McPike, Program Coordinator

RE: Comprehensive Map and Promotional Brochure

DATE: January 22, 2010

What is Freedom's Frontier National Heritage Area?

Freedom's Frontier National Heritage Area is a federally recognized region consisting of 41 counties in western Missouri and eastern Kansas. Partners in this grassroots effort work to steward the cultural landscape and nationally significant stories about the struggle over freedom on the frontier. For more information, see <http://www.freedomsfrontier.org>.

Project Background

Freedom's Frontier National Heritage Area desires an orientation brochure to be used to introduce travelers to the heritage area and highlight points of interest. The orientation brochure will help to achieve the organization's mission of building awareness of the struggles for freedom in western Missouri and eastern Kansas and will help capitalize on interest in the Civil War Sesquicentennial.

Goals

The goal is to create a dynamic and informative brochure to orient visitors to the Freedom's Frontier National Heritage Area. The brochure should:

- Inform its residents and visitors about the heritage area.
- Introduce the audience to the historical context surrounding FFNHA stories.
- Highlight selected sites.
- Locate sites, historic trails, historic events, modern-day highways, and cities on a map.
- Graphically represent the Freedom's Frontier brand.

Scope of project

- **Brochure Specifications**
 - The brochure should have a final folded size of approximately 4" (w) x 9" (h).
 - Designer(s) will provide production-ready file to Freedom's Frontier National Heritage Area on CD as well as providing a PDF suitable for posting on the Web.
- **Graphic Design**
 - Designer(s) will be responsible for art direction and design of piece.
 - Freedom's Frontier National Heritage Area program coordinator will provide the designer(s) with images of the region for incorporation.



- **Text**
 - The brochure will introduce Freedom's Frontier National Heritage Area and include features that explain the stories and historical players interpreted in the area.
 - Freedom's Frontier National Heritage Area program coordinator will provide the designer(s) with text.
- **Map**
 - The brochure will feature a large map, marked with historical sites (approximately 50) and trails and modern-day travel routes and cities.
 - One side of the brochure will feature the map.
 - Freedom's Frontier National Heritage Area program coordinator will provide the designer(s) with a base map of the area. A PDF of the map is available online at: <http://www.freedomfrontier.org/partners/Base-Map.pdf>.
- **Website Compatibility**
 - Map graphics should be converted into an appropriate website product with interactive capabilities, to include various layers and tagged information (i.e. map symbols, scenic byways) that may be linked to corresponding websites.

Submitting proposals

- Proposals should clearly state the contact name(s) and business address of the designer or firm submitting the proposal.
- Identify all staff and/or subcontractors who would be involved in completion of the project.
- Provide three samples of recent projects to demonstrate capabilities if you have not previously completed work for Freedom's Frontier or the Territorial Kansas Heritage Alliance.
- Share contact information for three clients you are currently working with who could serve as references if you have not previously completed work for Freedom's Frontier or the Territorial Kansas Heritage Alliance.
- Include a detailed statement of proposed compensation for the services as outlined above.
- Freedom's Frontier reserves the right to accept or reject any and all bids and reserve the right to waive technicalities where such action best serves the interest of Freedom's Frontier.
- Freedom's Frontier National Heritage Area reserves the right to select any submitted proposal and may elect to complete the work internally.
- Proposals should be submitted to Freedom's Frontier no later than 4:30 p.m. February 15, 2009. Proposals may be submitted via e-mail to Julie McPike at jmcpike@freedomfrontier.org.