



To: Interested Graphic Design Service Providers
Date: March 7, 2014
Re: **Request for Proposal – Marketing Communications Materials 2015**

The Naples Children & Education Foundation (NCEF), founders of the Naples Winter Wine Festival (NWWF), seeks professional graphic design services.

Background: The Naples Children & Education Foundation supports effective, disciplined charitable programs that significantly improve the physical, emotional and educational lives of underprivileged and at-risk children in Collier County, Florida. NCEF operates through a grant making process in which needs are identified, and a rigorous vetting process awards charities funds raised each year through the Naples Winter Wine Festival. These grants are awarded to 501(c)3 organizations that help fulfill children's needs for food, shelter, healthcare, education and other special requirements.

Since its founding in 2000, NCEF has raised over \$123 million, funding 37 beneficiary organizations and seven strategic initiatives helping to provide a better life for more than 175,000 children. Through NCEF funding, nearly 2.5 million meals have been served to the hungry. In addition, health, dental health and vision services that were previously unavailable are now reality.

We seek professional graphic design services to generate and produce the marketing communications materials for the 2015 Naples Winter Wine Festival. This includes: creative concept development, copywriting of all items (excluding auction lots), design and layout, production management, proofreading, revisions, digital file preparation and print management of the following items:

- **Naples Winter Wine Festival Materials**
 - 2015 Festival Logo & Theme
 - Save the Date with Envelope/Packaging
 - Festival Invitation, RSVP and Envelope
 - VIP Invitation with Envelope/Packaging
 - Special Event Invitation with Envelope/Packaging
 - Stamp Design for each invitation
 - T-Shirt Designs – Festival and Volunteers
 - Designs for Merchandising (hats, aprons, scarves, polo shirts and miscellaneous)
 - Stock Photography, Illustrations and Fonts

- **Meet the Kids Materials**
 - Meet the Kids Day Invitation with Envelope/Packaging
 - Meet the Kids Day Event Materials (posters, handouts, etc.)
 - Meet the Kids Day T-Shirt Design

- **Fund-a-Need Materials**
 - Fund-a-Need Logo and Materials (Fund-a-Need cards, prop design, etc.)
 - Fund-a-Need Card Design
 - Fund-a-Need Prop Design
 - Fund-a-Need T-Shirt design
 - Fund-a-Need Handouts

- **Auction Support Materials**
 - Auction Catalog with Packaging (paper clip or other marker for lots design)
 - At-a-Glance Auction Guide
 - Auction Lot Room Banners

Proposals may be submitted in hard copy to the Naples Children & Education Foundation, Attn: CEO, 6200 Shirley Street, Suite 206, Naples, FL 34109 or electronically via pdf file to Jim@napleswinefestival.com by March 28, 2014. NCEF plans to begin assessing proposals no later than April 1, 2014.

Sincerely,



James W. Swanson
Chief Executive Officer
Naples Children & Education Foundation