



REQUEST FOR GRAPHIC DESIGN SERVICES PROPOSALS
FOR CITY-SPONSORED SUMMER EVENT ADVERTISING

RFP Issued by:
City of Aledo – Economic Development
120 N. College Ave.
Aledo, IL 61231
www.aledoil.org
Contact:
Tarah Sipes at tsipes@aledoil.org

INTRODUCTION

The City of Aledo, Illinois, requests proposals from artists and graphic designers interested in creating billboard advertisements for a series of three summer events within the city. These billboards are strategically located within the Quad Cities and are meant to entice non-residents to attend the events

Brief History of the Project:

The Economic Development Advisory Committee of the City of Aledo has purchased billboards for summer events for the past four years. The billboards advertise Aledo Rhubarb Fest in the month of May, Mercer County Fair in the months of June and July, and Antique Days in the months of July and August. The same artwork has been used for these billboards since 2013. During the 2017 season new artwork was contracted for the Antique Days billboard.

The City's development goals for the billboards include:

1. New artwork that will excite viewers and encourage travelers to attend the summer events.
2. Collaborating with local talent to produce the billboard designs.

The billboard design for the Rhubarb Festival must include:

The date: June 1 & 2, 2018

The website: www.aledorhubarbfest.com

The tagline: Rhubarb Capital of Illinois

The billboard design for the Mercer County Fair must include:

The date: July 10-14, 2018

The website: www.mercercountyfair.org

The billboard design for Antique Days must include:

The date: August 25, 2018

The website: www.aledomainstreet.com

All interested parties should submit their proposal along with a sample of original design or art work that represents their personal style to the Aledo Economic Development Coordinator by Thursday, February 15th at 5:00pm, and all such proposals should identify the terms and conditions of the proposed service.

For further information, please contact Tarah Sipes, Economic Development Coordinator, or Erin Knackstedt, City Administrator, at (309) 582-7241.