



May 1st, 2021

From: Heather O'Hara – Executive Director
BC Association of Farmers' Markets
208-1089 West Broadway
Vancouver, BC V6H 1E5

DESIGN OPPORTUNITY: Request for Portfolio + Design Contract

BC Association of Farmers' Markets (BCAFM) is an innovative, registered non-profit representing 145+ member farmers' markets across the province of BC. Our organization supports, develops and promotes farmers' markets, while leading and delivering large, provincial marketing campaigns along with many other programs and projects in support of local farmers and food entrepreneurs. Check us out.

bcfarmersmarket.org
bcfarmersmarkettrail.com

BCAFM is rolling out a new, provincial multiyear project with its own unique logo brand/slogan identity and marketing. We have already established a name/slogan for this project and are seeking a creative team to design the logo and brand identity along with some priority marketing collateral design for this initiative within a VERY short timeframe to meet our summer market season.

Contract Design Deliverables

Logo Design
Brand Identity/Style Guide
Farmers' Market Tent Graphics
Social Media Graphics
Email/Newsletter Banner Design
Sticker Design
In Market Collateral Design (ie; promo flag, branded rosettes/ribbons)
Project Management

Contract Total: **\$12,500** *(including GST)*

Creative Deadline: **June 14th, 2021**

**We will have some additional production time for a few of the deliverables above after June 14th, however this is a key date for some key priority deliverables.*

If you are interested in this opportunity and can make it happen to meet our tight creative deadline we are interested in hearing from you!

This is a remote work from home or office opportunity anywhere in British Columbia.

To Apply

1. Share samples of your creative work with us digitally, so we can see your design genius and if there is a creative fit with our project. Also let us know a few people and organizations you've done work with previously.
2. Along with samples of your work, send us a brief email and let us know why you are the right creative collaborator for this project.
3. Confirm you can meet our deadline and tight turnaround time.

Please put '**Design Opportunity**' in your email subject heading and send to the following:

melissa@bcfarmersmarket.org

Deadline to Apply

NOON Friday, May 14th, 2021

Project Start & End Date

Tuesday, May 18th to June 30th, 2021

BCAFM is committed to be an equitable and inclusive employer with our hiring practices and organizational culture. We encourage creative applicants from all over British Columbia with diverse backgrounds, communities and lived experiences to apply.

Thank you very much for your interest in BC Farmers' Markets.

A handwritten signature in black ink, appearing to read 'H. O'Hara', with a long horizontal flourish extending to the right.

Heather O'Hara - Executive Director
BC Association of Farmers' Markets