



Sonoma County Tourism
400 Aviation Boulevard, Suite 500
Santa Rosa, CA 95403
SonomaCounty.com
(707) 522-5800

**ARTIST CALL RFQ (Request for Qualifications)
SONOMA COUNTY TOURISM “LIFE OPENS UP” BRAND DESIGN**

SUMMARY OF THE OPPORTUNITY

Sonoma County Tourism invites professional artists and artist teams to submit qualifications to develop the design for merchandise/promotional items to convey its new brand, Sonoma County: Life Opens Up. Items that will bear this design may include items such as canvas tote bags, mugs, t-shirts, notebooks, posters, potentially as an illustration in the annual visitors’ guide or on maps, etc. The design may also be used in other promotional items yet to be determined as well as in collateral pieces produced through Sonoma County Tourism. Samples of the types of items currently being produced, are available to all interested artists.

This opportunity is open to artists and artist teams with a demonstrated history of professional design with a preference for those with experience illustrating a brand concept. Please note, this is not a logo, but rather an illustration of how Sonoma County may be depicted through the brand and its tagline: Sonoma County. Life Opens Up.

Following the RFQ application deadline, SCT will convene a panel of arts and tourism professionals to review the applications. The committee will determine up to three finalists who will then work with the SCT marketing team and its agency to create a final design submission. Following this design development phase, finalists will present their design proposals to tourism and hospitality industry stakeholders from which the winning design will be determined.

The winning artist will then work with SCT and its merchandise producers to create the final design files and deliver to the selected vendors. The artist will then ensure quality control by inspecting the items to ensure the design is perfectly re-created on each item.

Information is available at SonomaCounty.com/partners or via this [link](#).

ARTIST / ARTIST TEAM ELIGIBILITY

This opportunity is open to professional artists and artist teams with a demonstrated history of completing professional assignments that bring a brand to life through design. Artist teams must include a professional lead artist but also may include other specialists with an appropriate background. Artist teams should have demonstrated history and experience working together on previous projects. While it is preferable that the artist(s) live and work in Sonoma County, there is no absolute residency requirement.

BUDGET

Once the finalists have been determined, each will receive \$1,500 to develop the design submission. This stipend will include the artists' time and materials.

The winner will be paid an additional \$5,500 for the final and approved design. SCT will be given full rights to, and ownership of, the design.

PROCESS

A. WHAT TO SUBMIT

Sonoma County Tourism is seeking qualifications (only) during this initial phase. Each artist or artist team may submit design samples and associated documents via either printed pieces or a digital file. **Incomplete applications will not be considered.**

Applications must include:

1. At least five (5) total images of past designs created for similar projects by the artist or the artist team's lead artist(s). Preference will be given to artists whose past work was commissioned for a marketing campaign or other project meant to convey a brand or sell a product or service.
2. References for at least three (3) projects of a similar nature and led by the artist or the team's lead artist(s). Include name, affiliation, telephone, email and mailing address for each reference.
3. If applying as an artist team, a list of key team members and their roles/affiliations.
4. A resume or curriculum vitae (CV) for each of the design team members.
5. A one (1) page letter of interest stating the artist's or artist team's specific interest in promoting Sonoma County.

B. SELECTION PROCESS

- An open call will be posted on SonomaCounty.com/partner and distributed through arts-related channels.
- Following the application deadline, SCT will convene a panel of arts and tourism professionals to review the applications.
- The selection committee may determine up to three (3) finalists, who will be commissioned to develop a final design.
- From the work submitted by the finalists, the selection committee may then determine a winning design.
- All interested artists will have an opportunity to hear a brand presentation and ask questions of the SCT marketing team on Thursday, Jan. 17, 2019.

RFQ SCHEDULE

Date	Activity	Additional Information
Wednesday, Jan. 9, 2019	RFQ is Distributed	Available on SonomaCounty.com/partners
Thursday, Jan. 17 1:00 p.m. Sonoma County Tourism – Board Room 400 Aviation Blvd	Brand Presentation and Q&A Session	Sonoma County Tourism Board Room 400 Aviation Boulevard Santa Rosa, CA 95403 May also be accessed via an Open Meeting conference line. Instructions will be available

Santa Rosa, CA 95403 (707) 522-5800		on SonomaCounty.com/partners on or before Monday, Jan. 14, 2019. **Open to All Interested Artists**
Friday, Jan 25, 2019	Qualification Submissions Due	Submissions should be sent to: Life Opens Up Artist Call Sonoma County Tourism 400 Aviation Boulevard, Suite 500 Santa Rosa, CA 95403 Or sent via Email to: lbeam@sonomacounty.com
Week of Jan. 28, 2019	Panelists Review Submissions	
Tuesday, Feb. 5, 2019	Finalists Announced	
Week of Feb. 11, 2019	Finalists Meet with SCT to Begin Developing Design Concepts	
Friday, March 1, 2019	Final Designs Due to SCT	
Week of March 4, 2019	Committee Reviews Final Designs	
On or about Friday, March 8, 2019	Winner Announced	

BRAND PROFILE

Sonoma County Tourism, in conjunction with MMGY Global, recently completed a brand development project to identify a tourism promotion brand for Sonoma County. The brand is designed primarily to promote the area to visitors, but ideally also will be integrated into all appropriate economic development marketing efforts for Sonoma County.

The brand is described through this architecture:

Brand Essence: Down to Earth, Rising Above

Values: Connecting, Fiercely Independent, Progressive, Real, Unpretentious, Generous

Promise (articulation of our commitment to our customers): We connect people to the land through unpretentious, down-to-earth experiences.

Experience: (product + service proof points that deliver against the promise): Always a place at our table, Down to earth, Go your own way, We have plenty to share.

Voice (how the brand speaks): Casual, confident, approachable, passionate, grateful

Brand positioning statement: For those who go their own way Sonoma County is a progressive community of artisans who create meaningful and down-to-earth experiences that connect people and encourage them to discover more.

A few of the positioning statements from which the above was derived are:

More Than Wine

While wine is clearly central to the experience, it is a destination that's rich in depth and complexity. It simmers with an adventurous spirit while retaining a relaxed, unpretentious and intimate vibe. Sonoma County is meant to be savored and enjoyed over time.

A Different Brand of Luxury

While both Sonoma and Napa counties offer a luxury vacation experience, the brand of luxury is different. Napa is seen as more glamorous, exclusive and sophisticated. Sonoma County is more intimate, personal and engaging.

No Comparisons

Stakeholders had a tendency to describe Napa Valley in a competitive rather than a complementary manner. Instead of comparing ourselves with Napa, we should seek out our own voice and be the best version of Sonoma County.

A few of the quotes that came as a result of the brand research include:

“The natural beauty hits you and the mind opens up.”

“We're not trying to say we're authentic, we're not saying we are, we just are.”

The language described in these terms depicts a truly unique experience we would like to convey through an illustration that expresses the personality of Sonoma County as a destination that allows travelers from across the U.S. and in international markets to come to a place where their Life Opens Up.

QUESTIONS

While it is preferable that questions be addressed at the meeting on January 17, artists may also contact Sonoma County Tourism with questions. Please contact:

Contact: Claudia Vecchio, President/CEO Sonoma County Tourism
Email: cvecchio@sonomacounty.com
Tel: 707-522-5804

The questions and associated answers will be available on SonomaCounty.com/partners.

Thank you for your interest in Sonoma County Tourism and promoting the Life Opens Up brand for visitors, our residents and others!