TAMEST The Academy of Medicine, Engineering & Science of Texas

REQUEST FOR PROPOSAL

GRAPHIC DESIGN

Proposal due: Proposals are due and must be received by the end of April. Proposals should be submitted to Crystal Tucker at ctucker@austin.utexas.edu. All questions regarding this proposal may also be directed to her.

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I. Project Summary

TAMEST (The Academy of Medicine, Engineering and Science of Texas) is a not-for-profit organization focused on strengthening and promoting scientific research in the state. The organization is hosted by The University of Texas at Austin. TAMEST is actively seeking a trusted partner to create and execute design concepts (heavily focused on themes of medicine, engineering, science, technology and research) as well as maintain visual appearance and brand continuity in both print and digital environments.

TAMEST has been partnering with a freelance graphic designer since 2008 to create all print and digital media for the organization. In 2017, TAMEST underwent a website, branding and logo refresh. TAMEST will continue using its established brand and style guidelines as well as continue its relationships with print and mailing vendors, including UT Document Solutions and Capital Printing.

II. Organizational Information: TAMEST (The Academy of Medicine, Engineering and Science of Texas)

TAMEST is the state's premier scientific organization, bringing together Texas' best and brightest scientists and researchers. With more than 300 members, TAMEST is composed of the Texas-based members of the three National Academies (National Academy of Medicine, National Academy of Engineering and National Academy of Sciences), the Royal Society and the state's 10 Nobel Laureates.

We showcase world-class research in medicine, engineering, science and technology at our annual conference in January and other events throughout the year. We celebrate and honor rising Texas researchers with the Edith and Peter O'Donnell Awards. We also recognize individuals and organizations that have demonstrated outstanding leadership in furthering the TAMEST mission with the Kay Bailey Hutchison Distinguished Service Award.

Our Vision: To make Texas a premier destination for innovation and world-class research in medicine, engineering, science and technology. We will improve the lives of our citizens and grow the economy.

Our Mission: We bring together the state's brightest minds in medicine, engineering, science and technology to foster collaboration, and to advance research, innovation and business in Texas.

Learn more about the organization at tamest.org.

III. Technical Requirements

The hired partner is expected to work remotely and will be required to own a computer with the appropriate software. At least one in-person meeting will take place each year. Key

software requirements include Apple platform for Keynote, Adobe Creative Suite (Photoshop, InDesign and Illustrator) subscriptions and Microsoft Office suite.

IV. Budget

To better understand the pricing structure for graphic design services, proposals should include a detailed breakdown of costs for services for the example projects listed below:

Conference program printed on digital press:

- 8.5x11, 36 pages; full color; includes session listings and bios; ~175 portraits/graphics included in document (See example: https://tamest.org/wp-content/uploads/2019/01/TAMEST-2019-annual-conference-neuroscience-program.pdf)

PowerPoint slides and templates:

- Conference-themed PowerPoint template
- PowerPoint version of conference program graphics; ~45 slides/graphics
- Apple Keynote versions of the above (if needed)

Signage:

- ~Five conference-themed signs (four 24x36; one 30x60) with art, agendas and sponsors

Agendas (four variants):

- Web and print versions of conference agendas (two versions, 8.5x11, two-sided, color; example: https://tamest.org/annual-conference/2019/)
- Print versions of opening reception agenda and O'Donnell Awards dinner agenda (5.5x8.5, two-sided, color)
- Each variant includes formatted program schedules with conference-themed headers and footers

Digital banners (networking, main conference promos, shuttle info, sponsorship promotion, sponsor logo listing (including revisions), event registration):

- 20–25 custom conference-themed banners for Web, email and social media

If services are billed hourly, provide an hourly rate, total cost for the project and detailed breakdown of time estimated for each category. Also include details on how hours would be tracked. If services are billed using a flat rate, provide a detailed breakdown of the flat rate cost for each category along with details of payment collection, such as a deposit up front. Please also include rates for emergency, after-hours work, should it be necessary.

TAMEST encourages contractors to consider the nonprofit status of the organization when preparing their recommended budget. It is expected that at least one annual in-person meeting will be necessary to discuss objectives and strategies.

V. Criteria for Selection

The following criteria will be evaluated:

- Bachelor's degree in fine art design, marketing or related discipline
- Extensive experience with Illustrator, Photoshop and InDesign
- Experience managing a wide variety of graphic design requests, including but not limited to:
    - Conceptual graphic development for events, fundraising campaigns and programs
    - Print and digital media for conferences and other events throughout the year:
        - Print media to include postcards, invitations, sponsorship brochure, program, agendas, banners and signage
        - Digital media for TAMEST website, online event registration pages, email, online donation pages and social media
    - Print and digital media for awards programs (winter and fall, annually) and annual giving campaigns (late fall, annually)
    - Board letterhead, envelope and notecard design
- Experience serving as a liaison between client and printing and/or mailing houses
- Experience working with tight same-day and same-week deadlines (especially from September through January)
- Strong understanding of graphic design best practices and trends with an ability to offer guidance and strategy as needed
- Excellent communication skills; will communicate with client primarily by email and phone
- Ability to collaborate and apply constructive criticism from peers and clients
- Experience or interest working with science and research organizations
- Experience or interest working with nonprofit, mission-driven organizations

All proposals should address these criteria in their responses. Detailed examples and case studies are encouraged. (This is in addition to submitting the costs for services for the example projects listed on page 3 under IV. Budget.)

VI. Proposal Evaluation and Criteria

TAMEST requests all proposals be submitted by the end of April. TAMEST expects to make a decision before the end of May. The following criteria and point system will be used to evaluate proposals.

- Demonstrated experience: 50
- Fit of organization and team: 25
- Reasonableness of cost per budget: 25
- Total points: 100

Proposals must be typed and submitted electronically. All proposals should address the TAMEST project needs and should include a cover sheet, detailed budget, short biography/biographies and resume(s) of key staff member(s) who will work on this project and 2-3 client references. Client references should also include a brief overview of the scope of work involved with their perspective projects. Please also include a short description of how an emergency situation (i.e., quick turnaround for a digital graphic) would be addressed.

The top three applicants may be requested to present their proposals to the TAMEST review committee.

VII. Proposed Timeline

This partnership is expected to begin in June. Using existing themes developed earlier this year, the hired partner will create print and digital media beginning summer 2019 to promote the TAMEST 2020 Annual Conference, to be held January 7–9, 2020.

VIII. Contact Information

Please direct all responses to this proposal and/or questions to Crystal Tucker at ctucker@austin.utexas.edu (email only, please).

IX. TAMEST Portfolio

Below are TAMEST logo variations and examples of digital and print media from 2018 and 2019.

TAMEST Logo

TAMEST The Academy of Medicine, Engineering & Science of Texas

TAMEST

The Academy of Medicine, Engineering & Science of Texas

TAMEST

2019 Annual Conference Sponsorship Brochure

TAMEST 2019 ANNUAL CONFERENCE: NEUROSCIENCE & BRAIN HEALTH

Join us as we explore the groundbreaking research that could lead to advances in neuroscience and better brain health. The conference will convene some of the top minds in Texas and the nation to investigate topics such as mental health, healthy aging, neurological disease prevention, technological advances in mapping the brain and the neuroscience research priorities and challenges ahead. The conference takes place at the Horseshoe Bay Resort, located outside of Austin, Texas, **January 14-16, 2019**.

Joseph S. Takahashi, Ph.D. (NAM, NAS)
TAMEST 2019 Annual Conference Chair

Horseshoe Bay Resort
200 Hi Circle North
Horseshoe Bay, TX 78657

FEATURED SPEAKERS

Victor J. Dzau, M.D.
President,
National Academy of Medicine

ADM Brett P. Giroir, M.D.
Assistant Secretary for Health,
U.S. Department of Health and Human Services

S. Claiborne "Clay" Johnston, M.D., Ph.D.
Dean, Dell Medical School,
The University of Texas at Austin

Sheena Josselyn, Ph.D.
Senior Scientist,
The Hospital for Sick Children (SickKids)

Christopher A. Walsh, M.D., Ph.D.
Bullard Professor of Pediatrics and Neurology,
Harvard Medical School

TAMEST 2019 ANNUAL CONFERENCE: NEUROSCIENCE & BRAIN HEALTH

Join us as we explore the groundbreaking research that could lead to advances in neuroscience and better brain health. The conference will convene some of the top minds in Texas and the nation to investigate topics such as mental health, healthy aging, neurological disease prevention, technological advances in mapping the brain and the neuroscience research priorities and challenges ahead. The conference takes place at the Horseshoe Bay Resort, located outside of Austin, Texas, **January 14-16, 2019**.

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Horseshoe Bay Resort
200 Hi Circle North
Horseshoe Bay, TX 78657

SPONSORSHIP LEVELS

A variety of sponsorship levels are available, and all include marketing benefits and networking opportunities during this year's conference. Don't miss this opportunity to be a TAMEST conference sponsor.

Platinum Sponsor ($50,000)
Platinum level sponsors receive all Diamond level benefits, plus:
- Two additional (total of eight) complimentary full conference registrations.
- Private meeting space during the conference (cost of food and beverage not included).
- One promotional slide inserted into conference slides (presented in general session room during breaks).
- Conference bag insert.
- Recognition in conference press release.
- Exclusive sponsor of the VIP hospitality suite on January 15th.

Diamond Sponsor ($25,000)
Diamond level sponsors receive all Gold level benefits, plus:
- Two additional (total of six) complimentary full conference registrations.
- Reserved table at the O'Donnell Awards Dinner on January 15th.
- Invitations to VIP functions.
- Conference bag insert.
- Opportunity for promotion in the conference program.

Gold Sponsor ($10,000)
Gold level sponsors receive all Silver level benefits, plus:
- Two additional (total of four) complimentary full conference registrations.
- Conference bag insert.

Silver Sponsor ($5,000)
- Two complimentary full conference registrations.
- Admission to the opening reception on January 14th and the O'Donnell Awards Dinner on January 15th.
- Recognition in conference promotional materials and mentions on TAMEST social media.

Register
tamest.org/register

Reserve your room
at Horseshoe Bay Resort now with our special group rate: tamest.org/2019

Confirm your sponsorship
tamest.org/sponsor/2019

Join the conversation
using #TAMEST

2019 Annual Conference Program

2019 Annual Conference Email/Website Graphics

Edith and Peter O'Donnell Awards: Logo and Call for Nominations

Edith and Peter O'Donnell Awards: 2019 Recipients Announcement