



## REQUEST FOR PROPOSALS: [GRAPHICS ARTIST](#)

### Purpose

The National Marine Sanctuary Foundation seeks a graphics artist to design exhibit artwork and promotional item designs for our 2022 Save Spectacular Celebration and Grand Opening of the Gray's Reef Ocean Discovery Center, sponsored by Gray's Reef National Marine Sanctuary and the Gray's Reef Chapter of the National Marine Sanctuary Foundation. The selected artist will be responsible for updating exhibit templates to fit the center's walls and space, and designing graphics for event posters and materials, and give-away items (bags, shirts, postcards) to help brand the Ocean Discovery Center. A successful graphics artist will elevate awareness of the new visitor center, advance Foundation fundraising goals, and capitalize on the 50<sup>th</sup> anniversary milestone for the national marine sanctuaries through creative arts.

### Overview

The National Marine Sanctuary Foundation invites people with a stake in the health of their planet to work with us to protect their place in it. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage.

Founded in 2000 by America's most influential ocean conservation leaders, the National Marine Sanctuary Foundation works with communities and the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries (ONMS) to conserve and expand national significant places for a healthy ocean, coasts, and Great Lakes. The Foundation is a leading voice for U.S. protected waters, and our work extends from the ocean floor to Capitol Hill. We inspire, creating energetic ambassadors for ocean conservation. We connect, working in close partnership with NOAA and the many communities who depend on and care for the sanctuaries. And we educate, showing the world how the sanctuaries can serve as a model for protecting marine ecosystems around the world.

In October 2021, the National Marine Sanctuary Foundation and NOAA's Office of National Marine Sanctuaries launched the [Save Spectacular](#) campaign to celebrate the 50<sup>th</sup> anniversary of the National Marine Sanctuaries Act. The goal of the campaign is to broadly build awareness of national marine sanctuaries and the spectacular places and species they protect, and to serve as a national invitation to discover the wonders of these spectacular places that belong to all of us. National marine sanctuaries and monuments are our essential network of U.S. protected waters that sustain miraculous species, coastal communities, and our shared heritage. There are 15 national marine sanctuaries and two marine national monuments that span from the South Pacific to New England and from the Pacific Northwest to the Florida Keys.

The Gray's Reef Ocean Discovery Center will be the venue for our Save Spectacular Celebration. The center's grand opening in October 2022 will invite local community groups, sanctuary partners, elected officials, and the public to explore the new Savannah storefront dedicated to Gray's Reef National Marine Sanctuary, located just off the Georgia coast. Guests will be



immersed in the sights and sounds of the sanctuary while taken on virtual dives, enveloped by the soundscape of the live-bottom reef, engaged by the interactive ocean media galleries, and guided through the habitats, wildlife and research by sanctuary staff and docents. To further highlight the grand opening, Gray's Reef National Marine Sanctuary Foundation will host the Gray's Reef Society Soiree for members, sponsors and partners to celebrate the momentous occasion.

### Graphic Arts Need

Gray's Reef National Marine Sanctuary and the Foundation Chapter seek a graphics artist who will support the Save Spectacular Celebration campaign and installation of a public center for ocean discovery in the historic district of Savannah, Georgia. In preparation for the grand opening of the Gray's Reef Ocean Discovery Center in downtown Savannah, Georgia, wall-mounted exhibits must be designed to convey the themes of the national marine sanctuary and the ocean discovery center. Themes may include the abundance of invertebrate animals and fishes in the sanctuary, the recreational fishing and diving that happens at the sanctuary, or the connection between coastal Georgians and the ocean. This contractor will engage regularly with the sanctuary and foundation chapter's communications and outreach team to discuss projects for completion.

### Objectives

- Using pre-existing templates and style guides, organize and produce wall-mounted exhibit panels.
- Coordinate the approval of designs with the Office of National Marine Sanctuaries.
- Provide graphics to a printing company for timely delivery of final products.
- Design an event poster for the grand opening of the center.
- Design graphics for promotional items for the grand opening including: t-shirts, tote bags, stickers, bookmarks, and magnets.

### Scope of Work

The contracted graphics artist will create files in Adobe Creative Suite that reflect market branded text, images, and content for the center's exhibits. The resulting graphics will be reviewed by the Gray's Reef team and upon approval, the contractor will work with a printing company to provide the needed files for print production.

In October 2022, the Gray's Reef Ocean Discovery Center will host a ribbon-cutting opening ceremony and week-long celebration. During this event, the public and partners will be invited to see the new space and the exhibits within. For this opening day, giveaway items will be handed out to visitors for them to remember their visit to the center. The contracted artist will design a poster for this opening day event to be distributed digitally and printed. This contractor will create original designs with inspiration from the center and the marine life of the sanctuary. Designs will be printed on promotional items including t-shirts, reusable tote-bags, bookmarks, stickers, and magnets.



### Funding Availability

The expected budget for this work is \$4,000 and is to be accomplished from May through October 2022.

### How to Apply

All proposals must be delivered to the Foundation at [rfp@marinesanctuary.org](mailto:rfp@marinesanctuary.org). Please include the RFP title and company's name in the subject line. For example, "Gray's Reef graphics \_ Company Name."

### Period of Performance

**Start Date:** May 16, 2022 or as filled **End Date:** October 31, 2022

### Review Process

#### Evaluation Criteria

Please Include the following in the offer:

- Company/Consultant Name;
- Company's POC and title;
- The POC's email address;
- Company Address;
- Company Website;
- Company Phone Number;
- Company DUNS Number; and
- Company Tax ID Number.

All applications will be screened for relevance and completeness, and will then be evaluated based on the responses to the following application questions and how they are weighted:

Limit: 500 words

- Please provide a brief overview of the consultant or agency, including company size, locations, services provided in-house, and fee structure.
- Please provide two recent case studies that showcase your work with an organization or company relevant to our field.
- Please provide a description of how you or the agency would approach the proposed scope of work, including a clear project timeline, deliverables, measures of success, and milestones.
- Why would our organization be a good fit for your client roster?

Contact [jody@marinesanctuary.org](mailto:jody@marinesanctuary.org) with any questions.

### Useful Resources

Gray's Reef National Marine Sanctuary Foundation (Chapter website): [graysreeffoudation.org](http://graysreeffoudation.org)  
National Marine Sanctuary Foundation Save Spectacular (campaign website): [savespectacular.org](http://savespectacular.org)  
Gray's Reef National Marine Sanctuary (NOAA website): [graysreef.noaa.gov](http://graysreef.noaa.gov)



## **National Marine Sanctuary Foundation**

Office of National Marine Sanctuaries 50<sup>th</sup> Anniversary webpage: [sanctuaries.noaa.gov/50/](https://sanctuaries.noaa.gov/50/)

### **Timeline**

The RFP will close when filled. We envision the contract will begin in May or June of 2022.

### **Notification**

Selected applicant(s) will be contacted for next steps as early as Monday, May 16.

### **Additional Information**

The Foundation reserves the right to reject any or all proposals at any time with no penalty and to waive immaterial defects and minor irregularities in proposals.

Foundation personnel will evaluate proposals.

The Foundation does not discriminate on the basis of race, creed, color, ethnicity, national origin, sex, age, or marital status.