



Assembly of First Nations

REQUEST FOR PROPOSAL (RFP)

CLOSING DATE: April 14, 2025

CLOSING TIME: 11:59 PM

PROJECT TITLE: Artist Services for 2025 AFN Annual General Assembly Logo

ISSUING OFFICE: TREATY ONE NATIONS INC.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Vic Savino, Director of Communications

Phone: 204-770-0392, Email: vsavino@treaty1.ca

Conditions of this Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the contractors and will not be reimbursed by Treaty One Nations (T1N). We respectfully thank all who submit a proposal, but T1N reserves the right to refuse all proposals without explanation.

Please note: This opportunity is open exclusively to artists who are members of a First Nation based in Manitoba. Proof of First Nation affiliation may be requested.

Proposals should be addressed as follows:

Attention:

Vic Savino, Director of Communications

Treaty One Nations

103-1075 Portage Ave

Winnipeg, MB R3G 0R8

1. Project Overview

This project invites a Manitoba-based First Nation graphic artist to design a visual identity for the **2025 Assembly of First Nations Annual General Assembly (AFN AGA)**, taking place July 15-17, 2025, in Winnipeg, Manitoba. The theme for this year's Assembly is **"Gathering at the Heartbeat of Turtle Island"**, and the logo should reflect this theme through its visual concept and storytelling.

With over 630 member-First Nations, the **AFN AGA** is one of the largest gatherings of First Nations leadership in Canada. Chiefs and delegates from across the country come together to discuss key issues, pass resolutions, and engage in Nation-to-Nation dialogue. The Assembly also features cultural programming, ceremonies, and community events that celebrate the strength and diversity of First Nations across Turtle Island.

The selected design must visually represent the spirit of the AFN AGA and honour the significance of the gathering taking place on Treaty One Territory. The final design should also include visual elements that reflect what Manitoba is known for—whether its the wildlife, landscapes, culture, or historic symbols.

Design elements will be used across various formats, including print, digital, merchandise, and event signage. It will also be used for commemorative purposes and adapted for specific elements of the event program.

2. Scope of Work

The selected artist will be required to:

- Develop a primary logo along with complementary versions (e.g., icon-only, wordmark, colour and black-and-white variations).
- Submit high-resolution and vector files (.AI, .EPS, .PNG, .PDF, .JPG).
- Provide a short write-up (100–200 words) describing the cultural and visual elements of the design.
- Work with T1N and AFN Communications teams to complete revisions and ensure usability across applications.

Deliverables:

- Final logo package with variations for different use cases.
 - Written explanation of the design and the meaning behind it.
 - All required file formats.
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3. Proposal Requirements

Interested artists must submit the following information:

Artist Information:

- Full name and First Nation affiliation
- Short biography and relevant experience
- Portfolio samples or examples of past visual/graphic work

Project Proposal:

- Brief concept or creative direction
- Timeline for completion
- Proposed fee for services

Request for Proposal Issue Date: April 2, 2025

4. Evaluation Criteria

Proposals will be evaluated based on:

- **Eligibility:** Must be a member of a recognized First Nation in Manitoba.
- **Artistic Experience:** Demonstrated capacity to complete cultural and visual design work.
- **Concept & Cultural Relevance:** Originality, appropriateness, and significance of proposed direction.
- **Feasibility:** Ability to deliver high-quality work on time and within the stated budget.

5. Timeline

Milestone	Date
RFP Issued	April 2, 2025
Submission Deadline	April 14, 2025
Selection & Notification	April 15, 2025
Design and Evaluation Period	April 16-30, 2025
Final Logo Due	April 30, 2025

6. Budget

Artists are invited to include a proposed fee in their submission. The fee should cover all aspects of the work, including design, revisions, and delivery of final files. Proposals will be evaluated with consideration given to both artistic quality and cost.