



Request for Proposal
St Cloud Symphony Orchestra
2010-2011 Season Creative

The St Cloud Symphony Orchestra is inviting local agencies and designers the opportunity to create highly visible, engaging work for one of St. Cloud's most respected and well-established arts organizations. Currently our needs include:

1 Season Brochure

The season brochure is the cornerstone of our marketing efforts. It is a mailed piece that announces the program for the season, and sets the tone for all our season creative. In the past years, we have done this as a series of postcards, a small book, accordion folded piece. You will need to work with our printer to determine the format, but we are open to any ideas you bring to the table, with cost considerations in mind.

2 Season Program Cover

Engaging visual that works with season brochure for our season program.

3 Billboard

One billboard for placement throughout the season that reflects the current season creative.

Timeline: Tight! We need to go to press by the end of July. We'll be quick with reviews, changes and approvals, but will need something to look at in the next few weeks.

Budget: Our marketing budget is small. We will offer a nominal amount to the agency or designer we work with. We also thank you for your support with a full page ad in our season program, and acknowledge you with a grateful, public "thanks!" at our first concert of the season. Working with us gives you the opportunity to build goodwill and your portfolio.

Contact: This isn't a traditional RFP, so you needn't draft any proposal. Simply express interest by contact St Cloud Symphony Board Member Jennifer Kohnhorst at jkohnhorst@gmail.com or by calling 320-217-3159. Thank You!