Request for Proposal: MREA seeks designer for 2020 Energy Fair Artwork

Submission Deadline: Midnight on Monday, October 21, 2019

The Midwest Renewable Energy Association (MREA) is a non-profit 501(c)3 and national leader in renewable energy education and training. We were established in 1990 shortly after the first Energy Fair.

We are seeking a creative and professional graphic designer to give life to our vision for 2020 Energy Fair promotional material.

THE ENERGY FAIR
This will be the 31st Annual Energy Fair held in Custer, WI. The WI Energy Fair brings over 11,500 attendees together to learn about clean energy and sustainability, connect with others, and take action towards a more sustainable future. The Fair features 200 exhibitors, over 200 workshops, live music, inspiring keynotes, camping, food trucks, solar-brewed beverages, and activities for the whole family. The Energy Fair is the longest-running energy education event of its kind in the nation. Learn more at TheEnergyFair.org.

The basis of the Fair is to promote renewable energy, energy education, and sustainable living through education and demonstration. The 31st Annual Energy Fair theme will be “The Future is Electric.”

“THE FUTURE IS ELECTRIC”
This year’s Energy Fair theme is based on the concept of electrification, which is defined as switching energy end-uses (for example, vehicles and other transportation, washers and dryers, stoves, power tools, etc.) to use electricity, rather than fossil fuels (oil, natural gas, propane, etc.), as their source of energy.

Electrification has the potential to greatly reduce greenhouse gas emissions and other air pollutants and pairs well with renewable energy sources, such as solar and wind, creating a cleaner world and brighter future.

Fair topics applicable to “The Future is Electric” theme:
Clean energy, local energy, energy efficiency, community solar, net zero energy use, climate change, public transportation, air quality, building energy efficiency, community solar gardens, and solar carports

**Additional Fair topics:**
Homesteading, sustainable farming, farm and garden, local food, land and water conservation, back to the land, water quality, energy equity, passive house, passive solar design, social justice, resilience, community development, local economies, and community organizing

**ARTWORK**

***Disclaimer:*** We require editable files: preferably inDesign, Illustrator, and/or Photoshop. We will need to easily resize the artwork for advertising in different publications, and promotional mediums.

We are looking for one main piece of artwork encompassing “The Future is Electric” theme, to be re-sized and used for the following mediums:
- Web and social media banners (to be used on theenergyfair.org and on The Energy Fair’s Facebook and Twitter pages)
- Advertisements for The Energy Fair: print and online publications + Media Kit
- The Energy Fair poster
- The Energy Fair theme shirt
- The Energy Fair pint glass

**The Concept:** “The Future is Electric”
Please incorporate concepts of electrification, renewable energy, and the natural world into your design. Think electric vehicles and renewables (solar and wind) working together in the natural world. Addition of elements of The Fair’s “festival vibe” is appreciated. Please add your own creative spin!

**Color Scheme:** MREA blue (R: 25 G:50 B:100) (C: 100 M: 98 Y: 33 K:22) (#193264) prominent color; include other summer solstice colors.

**Tone:** Professional; modern; festival

**Text to Include:**
The 31st Annual Energy Fair
Clean Energy + Sustainable Living
June 26-28, 2020/ Custer, WI
The Future is Electric
TIMELINE:

- Monday, October 21 – Submission deadline
- Friday, October 25 – Chosen artist notified
- Friday, November 1 – Final web banner design due (we launch to the public on Nov. 4th)

BUDGET

- $800

GOALS

- Communicate The Energy Fair’s theme, “The Future is Electric,” in a professional and modern piece of artwork
- Energy Fair design should work for our t-shirt and print/web promotion. Design will be used for posters, t-shirt, pint glass, postcards, ads, fliers, email promotion, and other applications.

AUDIENCE

- We attract a diverse audience and seek to appeal to a broad range of people, from the general public to solar professionals.
- Audience groups include: architects and builders, community groups and activists, solar professionals, gardeners and farmers, families with children, do-it-yourself crowd, foodies, homeowners, young adults, and car enthusiasts.

TERMS

- Priority will be given to proposals that fulfill all Energy Fair artwork needs (web/poster/postcard/pint glass)
- If your design concept is selected, MREA will receive the rights to apply design to all promotional avenues.
- Chosen artist will supply PDF and editable InDesign, Illustrator, or Photoshop file of final designs.
• If MREA determines that selected concept will not meet promotional needs for The Energy Fair, MREA reserves the right not to use the artwork.

SUBMISSION REQUIREMENTS

• Portfolio of sample work
• Current artist resume
• Mock up of main artwork piece for “The Future is Electric” theme

Please submit materials and/or questions to Jordan Pupols at jordanp@midwestrenew.org or call the MREA office at 715-592-6595.

*Proposals must be received by midnight on Monday, October 21.*

See below for past Energy Fair poster designs:
See below for ideas on “The Future is Electric” themework: