



Red Cliff Band of Lake Superior Chippewa Indians

88455 Pike Road

Bayfield, WI 54814

Phone: 715-779-3700 Fax: 715-779-3704

Email: redcliff@redcliff-nsn.gov

Red Cliff Tribal Council

****Request for Proposal****

Designer and/or Printing for a NEW Red Cliff Visitor's Guide

Notice Date: December 17, 2018

The Red Cliff Band of Lake Superior Tribe is seeking an individual or company to design and print the Red Cliff Visitors Guide. The Guide is to promote Red Cliff's local attractions, businesses, showcase our rich history, share our culture and the beautiful area we live in to others outside of the area. Bids can be placed separately or on both; the content & design graphics or printing costs.

Overview: The Red Cliff Visitors Guide will be used as a promotional tool that will help the Tribe with promoting Red Cliff, major events and advertisement for local and non-local businesses from the area.

Project Details: The guide will be a year-round guide that is four seasons themed; Spring, Fall, Summer and Winter (in this order) promoting the unique activities and the beauty of each season. The Red Cliff Visitors Guide should showcase our rich history & culture, arts & crafts, scenic views of Lake Superior, Apostle Islands and the natural beauty of the lands and forest landscape.

The guide must include the following:

- "Things to-Do" What the area has to offer for each season. Examples: biking, hiking, boating, fishing, camping, kayaking, snowshoeing, skiing, bird watching, exploring the islands, shipwrecks and Lake Superior.
- Year round and seasonal events. Examples: Red Cliff Annual Pow Wow, Cultural Days, Fall Festival, Legendary Waters Winter Pow Wow, etc.
- Educational articles that tell the story about the history, culture and who we are as Anishinaabe people of Red Cliff. Articles throughout the guide would include:
 1. 1854 Treaty
 2. Journey to Washington DC by Chief Buffalo
 3. Chief Buffalo Pipe
 4. Natural Resources
 5. Commercial fishing
 6. Arts and Crafts
 7. Frog Bay Tribal National Park

"The Hub of the Chippewa Nation"



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Note: The above articles are already draft up and will just need to be included into new guide. Additional articles maybe added with prior approval during the project.

- Incorporate Native Anishinabe language/words throughout guide.
- Advertising spaces for local and Non-Local businesses within the guide.
- Created a trifold brochure to be placed in brochure racks.

Page Count for Visitors Guide: 28- 30 pages

Project Timeline: March 22nd, 2019 (Guide should be ready to go to print by this date)

The successful proposal will include the following:

- Project timelines with deliverables dates
- Cost to design the guide and brochure (This will not include printing)
- Printing costs for guide and brochure (Quantity numbers are below)
- Example of prior related work utilizing a guide/magazine and page layout
- Creation of advertising sales sheet for selling ad space (This could be an insert with dimension information)

Please bid the printed publication in the following quantities using 80 and 90 lb glossy paper (magazine quality) cost estimates:

5,000	10,000	25,000	50,000	75,000	100,000
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Proposals will be accepted until January 22nd, 2019 by 4:00 PM.

Please submit via email to:

Name: Jean Gordon- Executive Secretary

Address: 88455 Pike Road, Bayfield, WI 54814

Email Address: jean.gordon@redcliff-nsn.gov

Phone Number: (715) 779-3700 ext. 4227

The Red Cliff Tribal Administration and Tourism Team will be selecting an individual or company on January 24th, 2019. All candidates will be notified.

All rights are to be sole property of the Red Cliff Tribe. The Red Cliff Tribe will also need access to the product produced for future revisions.

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