

AMHERST AREA CHAMBER OF COMMERCE  
Serving Amherst, Belchertown, Hadley, Leverett,  
Pelham, Shutesbury, and Sunderland

**REQUEST FOR PROPOSALS**

(Illustrated map)

The Amherst Area Chamber of Commerce invites proposals for the design of a pictorial map of the Amherst area.

**Purpose**

The Chamber desires a map suitable both for distribution in print form and also for online use. The map needs to be both functional and aesthetically pleasing. It should be drawn similar to that displayed in the following examples:

- Stowe, Vermont (Discovery Maps)

<https://discoverymap.com/stowe-vt>

- Easthampton, Massachusetts (Chris Murphy-local artist)

<http://www.bigredframe.com/product/344/>

- Reykjavik Center (Borgarmynd)

<http://www.reykjavikcentermap.com>

- London (Oxford Cartographers)

<http://mappinglondon.co.uk/2015/london-tourist-map/>

**Deliverables and Format**

Art (will be used for both print version and online version)

Front of map – The look and feel of the front side of the map should be like the examples above. Note: we will handle placement of the captions (thought bubbles) for the featured businesses and locations. We will provide you with a list of the buildings and features we would like to have included. Areas definitely included will be Amherst Center, South Amherst Center, North Amherst Center and the colleges UMass—Amherst—Hampshire. The center of Amherst can be out of proportion (larger)(the focus of the map) and the colleges and other outlying areas can be smaller—not showing all of the buildings and the amount of detail we want for the Amherst Center part.

Back of map: The look and feel for the back of the map will be a bit more regional. Our catchment area is Amherst, Belchertown, Hadley, Leverett, Pelham, Shutesbury and Sunderland. The back side of the map will minimize Amherst (already covered on the front) and focus on the other towns in our catchment area. Note: we have some members outside of the listed towns who may wish to be included so the back of the map should be able to accommodate this. For instance, we may have advertisers from Deerfield.

The project may be broken into two parts, with the front map being done first and then the back map later.

Colorization: You may break out your proposal to include a quote for a black & white line art map and a completely colored version.

## **Deliverables**

Sample map fragment illustration: Please submit a sample illustration of your work showing a small section of downtown Amherst; just enough so that we can get a feel for the look and style of your work.

Final output file shall be high quality psd or tiff files.

Execution process for awarded artist:

- 1.) Provide a preliminary line sketch, as a digital file, to include front or front and back maps.
- 2.) Provide additional rounds of sketches, as digital files, with all Chamber revisions addressed.
- 3.) Provide final illustration as digital file. If color is included the artist shall provide the color on a separate later.

## **Map Ownership**

The copyright and trademark rights will vest exclusively in the Chamber. We don't expect you to obtain these for us; we just want it to be clear that the Chamber will own the intellectual property created by you.

## **Deadline**

Finished product (print and online) due no later than **April 30, 2018**.

## **How to Submit Proposals**

No later than **5:00 p.m. Friday, February 23, 2018**, send to [office@amherstcopy.com](mailto:office@amherstcopy.com), Attn: Sean Cleary (Subject: AACC Map RFP) a proposal consisting of:

1. Name, contact details, and website if any;
2. Names and contact information for two references;
3. Your approach to the project;
4. Price proposal indicating flat fee or hourly rate;

5. Your standard terms and conditions, if any; and
6. Two samples of your previous work.