



# REQUEST FOR PROPOSAL

## *For Part-Time Contract Graphic Design Support*

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RFP Issue Date: August 4, 2026

Proposal Deadline: August 31, 2026

Please submit your proposal to:

Amy Thompson

Director of Marketing

Basecamp Resorts

athompson@basecampresorts.com

## Overview

Basecamp Resorts is seeking proposals from qualified graphic designers or independent creative contractors to provide part-time design support on an occasional project basis. We are looking for a designer available over a 3 to 5 month period to assist with small design projects as they arise. Hours will vary depending on project volume and needs — some weeks may require no hours at all, while others could involve up to 25 hours of work. This is a flexible, project-based engagement with no guaranteed minimum hours.

## Scope of Work

The selected designer may be called upon to support a variety of projects across our hospitality, investment, and real estate verticals — spanning brands such as Everwild Nordic Spa & Hotels, Basecamp Resorts, and others within our growing portfolio.

## Graphic Design & Creative Development

- Design and produce marketing materials including brochures, flyers, signage, advertisements, and branded merchandise
- Develop digital assets for social media, email campaigns, websites, and paid advertising
- Create compelling visuals for hotel, spa, and F&B marketing campaigns
- Design layouts for presentations, investment decks, and promotional materials
- Oversee branding of merchandise and develop new retail product concepts

### **Advertising & Promotional Assets**

- Design print and digital ads for paid media campaigns
- Develop engaging visuals for social media, influencer collaborations, and promotional events

### **Collateral & Print Production**

- Oversee production and printing of all marketing collateral to ensure high-quality execution
- Coordinate with third-party vendors and printers to ensure brand standards are met
- Maintain an organized, up-to-date digital asset library for internal use and distribution

## **Skills & Experience Required**

- Bachelor's degree or diploma in Graphic Design, Visual Communications, Fine Arts, or a related field — and/or 3–5+ years of professional graphic design experience
- A strong portfolio demonstrating branding, digital, and print design expertise
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign,)
- Understanding of digital advertising design requirements (Meta, Google Ads)
- Knowledge of typography, color theory, layout, and responsive/mobile design
- Print production expertise (file prep, vendor coordination, proofing)
- Strong creative vision with attention to detail, consistency, and the ability to manage multiple projects in a fast-paced environment
- Collaborative mindset with strong written and verbal communication skills
- Experience in hospitality, real estate, tourism, or lifestyle brands

## **Proposal Requirements**

Please submit the following:

1. Portfolio: 3–5 work samples demonstrating branding, digital, and print design experience. Hospitality or lifestyle brand work is a strong asset.
2. Approach: A brief overview of how you collaborate with in-house marketing teams, your process for managing multiple concurrent projects, and how you receive and incorporate feedback.
3. Availability: Estimated weekly capacity and any existing commitments.
4. Rate: Hourly or project-based rate structure.
5. References: 1–2 client or employer references.

## **Selection Criteria**

- Relevance and quality of portfolio, with emphasis on brand-driven, lifestyle, or hospitality work
- Demonstrated ability to manage multiple deliverables and meet deadlines
- Collaborative approach and communication style
- Track record of successful vendor and printer coordination
- Competitive and transparent rate structure

## **Terms**

The selected contractor will be compensated on an hourly basis at a rate to be agreed upon prior to engagement. Invoices should be submitted monthly and are payable within 30 days of receipt. Please include your proposed hourly rate in your submission.