

**Call to Artists – Request for Proposals (RFP)**

Culture and Sport Tourism – Digital Artwork

**Deadline: February 9, 2026 at 4:00 pm EST**



Photo of Peterborough Lock and Paddle event

**Artist Opportunity**

The City of Peterborough invites local artists, designers, and creative practitioners to submit proposals for the creation of an original, scalable digital artwork to support the City's Culture and Sport Tourism marketing, communications, and merchandise initiatives.

This is a one-stage, competitive Request for Proposals (RFP) open to individual artists, designers, or artist teams based in Peterborough and the surrounding region.

The selected artist will be commissioned to create one original digital artwork that can be adapted and reproduced across a wide range of applications, including but not limited to:

- Apparel and merchandise (e.g., t-shirts, hats, bags)
- Printed promotional materials
- Digital marketing and communications
- Event branding and tourism campaigns

The artwork will be used for both non-profit and for-profit purposes, supporting City-led initiatives that promote Peterborough as a destination for culture, sport, and community experiences.

## **Land Acknowledgment**

We respectfully acknowledge that we are gathered on the traditional and treaty territories of the Williams Treaties First Nations, which include the Anishinaabeg peoples of Hiawatha, Curve Lake, Alderville, Beausoleil, Georgina Island, Rama, and the Mississaugas of Scugog Island.

For thousands of years, the Michi Saagiig Anishinaabeg have lived in reciprocity with these lands, guided by traditional knowledge, ceremony, and responsibility. These Nations continue to uphold their responsibilities as stewards of the lands, waters and caretakers of knowledge.

We also acknowledge the lasting impact of those treaties, including the injustices they entailed and the continued strength, resilience, and resurgence of Indigenous communities today.

As we live, work, and gather here, we are called to reflect and act on our responsibilities in the spirit of reconciliation, respect, and partnership.

## **Project Context**

The City of Peterborough regularly supports and delivers culture and sport-related initiatives that attract residents and visitors, celebrate local identity, and contribute to economic and community vitality.

This commission is intended to produce a versatile, future-ready visual asset that can be used across multiple campaigns, events, and platforms, and adapted over time to meet evolving marketing and communication needs.

## **Artwork Theme & Creative Direction**

Artists are invited to propose a concept that reflects culture and sport as drivers of tourism, identity, and community pride.

### **Suggested themes (not prescriptive):**

- Culture and creativity as expressions of place
- Sport, movement, energy, and participation
- Community pride and belonging
- Peterborough as a destination
- Culture and sport as unifying forces

The artwork should be:

- Bold, contemporary, and visually engaging
- Highly legible and adaptable across scales



- Suitable for reproduction on apparel and merchandise
- Appropriate for a broad, all-ages public audience
- Designed for long-term and repeat use across campaigns

Artists may explore illustrative, graphic, abstract, typographic, or hybrid approaches.

### **Scope of Work**

The selected artist or team will be responsible for:

- Developing one original digital artwork
- Participating in a project kick-off meeting
- Refining the artwork based on City feedback
- Completing up to two (2) rounds of revisions
- Delivering final, production-ready digital files

### **Final Deliverables**

- High-resolution, scalable digital files (e.g., AI, EPS, SVG, print-ready PDF)
- CMYK and RGB colour versions
- Artwork suitable for apparel printing, digital use, and promotional reproduction

Fabrication, printing, and merchandise production will be managed by the City and/or third-party vendors and are not the responsibility of the artist.

### **Artist Fee & Rights**

- **Artist Fee:** \$8,000 + HST (all-inclusive)
- The fee includes concept development, design, up to two rounds of revisions, and final deliverables.
- The selected artist will be required to enter into an agreement granting the City of Peterborough the right to reproduce, adapt, and use the artwork for marketing, communications, and for-profit merchandise purposes.
- Copyright, licensing, moral rights, and credit provisions will be clearly outlined in the artist agreement.

### **Eligibility**

This opportunity is open to:

- Professional and emerging artists
- Graphic designers and illustrators
- Creative teams or collectives

Applicants must be based in Peterborough or the surrounding region.



## Submission Requirements

Applicants must submit the following via the online application form as a single PDF [here](#). Note, the PDF must be maximum of 10 mb.

1. **Letter of Interest** (maximum 1 page)
  - Interest in the project
  - Relevant experience
  - Artistic approach
2. **Professional CV** (maximum 3 pages)
3. **Portfolio of Past Work**
  - Up to 10 examples of relevant work
  - Include title, year, medium, and brief description
4. **Concept Sketch or Visual Proposal**
  - Preliminary sketch, mock-up, or visual concept illustrating the proposed approach
  - Final artwork is not required at this stage
5. **References**

## Content Standards

All submitted and final artwork must be accessible and appropriate for a broad, public audience.

Artwork must not include or depict:

- Derogatory, discriminatory, or offensive imagery or language
- Profanity, hate-based content, or harmful symbolism
- Content that could reasonably be considered exclusionary or disrespectful

Failure to comply with these standards will result in disqualification.

## Anticipated Project Timeline

The selected artist/team will be expected to comply with the general project schedule outlined below. All dates are subject to change at the discretion of the City of Peterborough.



Date*	Project Phase
January 23, 2026	Issue Call to Artists – RFP
February 9, 2026	RFP Submissions Due (4:00 pm EST)
February 27, 2026	Artist Selection & Notification
Week of March 2, 2026	Contract Execution & Project Kick-Off
March 2 – 20, 2026	Artwork Development and Revisions
March 20, 2026	Final Artwork Approval
March 23, 2026	Final Digital Files Delivered

\*Timeline dates are approximate and subject to change.

### **Selection Process & Evaluation Criteria**

Submissions will be reviewed by City staff based on:

- Artistic quality and originality
- Strength and clarity of the proposed concept
- Relevance to culture and sport tourism objectives
- Demonstrated ability to deliver high-quality digital artwork
- Suitability for merchandising and promotional use

The City reserves the right not to award the commission.

### **Accessibility**

The City of Peterborough is an organization that strives to embrace the spirit of inclusion, diversity, equity and accessibility. We are committed to an accessible and inclusive process. If you require accommodation to participate fully in this application or selection process, please contact Ashlee Kielbiski, Recreation Events, Sport & Tourism Coordinator, at [AKielbiski@peterborough.ca](mailto:AKielbiski@peterborough.ca). Accommodation will be provided on request.

### **Reserved Rights**

The City of Peterborough reserves the right, at its sole discretion, to request clarification or additional information from any applicant, to modify the scope of the project, and to cancel, suspend, or reissue this Request for Proposals without awarding a contract.

### **Questions & Additional Information**

For inquiries related to this opportunity, please contact:



Ashlee Kielbiski  
Recreation Events, Sport & Tourism Coordinator  
City of Peterborough  
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