

## Request for Proposals - New Markets Accelerator Storytelling Project

The [National Western Center \(NWC\)](#) is seeking an individual or organization to produce a series of elegant and powerful “photo-graphics” (aka photography-based infographics inspired by these [information artworks from The Lexicon of Sustainability](#)) about the participants in our [New Markets Accelerator program](#). The photo-graphics should reflect and reinforce the [National Western Center’s brand and voice](#).

Funded by the Colorado Health Foundation and born out of the Colorado Farm & Food Systems Response Team, the New Markets Accelerator currently supports 8 farms, ranches and food cooperatives across Colorado that are pivoting their business models in response to the disruptions of the COVID-19 pandemic. The accelerator provides them with free, high-touch consulting services plus access to key mentors in order to support their short-term viability and long-term resilience.

We’d like this storytelling project to highlight both hardship and hope. Our goal is to capture the unique challenges producers and intermediaries faced during the pandemic and then show how they’re using innovative relief programs, like the New Markets Accelerator, to not only succeed in the 2021 growing season but also to strengthen their businesses for the future. The National Western Center will use these photo-graphics to communicate the impact of the accelerator, to spotlight the diverse agricultural operations taking part in it, and, more broadly, to humanize the dedicated and innovative people who hold up our food system.

### Project Deliverables:

- 9 feature photo-graphics, one for each of eight cohort members, and one for the group as a whole
  - We will post these photo-graphics on *nationalwesterncenter.com* and embed them within our final report (PDF), so they should be optimized for those formats.
- 9 simplified versions of the above photo-graphics
  - These will be shared on social channels (Facebook, Instagram, LinkedIn), so the designs should be modified or optimized for those formats.
- 5-10 edited (toned and retouched) photos, without graphics, from each operation to support general communication about the accelerator (e.g. final report to funder, social posts promoting the participants’ farms or ranches, etc.)

All final deliverables per the scope of work will become property of the National Western Center, with rights to use these deliverables on an unlimited basis in perpetuity.

### Project Timeline:

- Phase 1: June 7 - September 30
  - Feature photo-graphics and modified photo-graphics of individual cohort members
- Phase 2: October 1 - November 30
  - Feature photo-graphic and modified photo-graphic of group as a whole
  - The group will be convening in Denver in October/November if you want to capture a photo of everyone at once rather than rely on a composite strategy.
- Edited photos from each operation



### Additional Details:

- Staff support: The text / illustration content of the photo-graphics is your deliverable. For support and oversight, you will be collaborating with the National Western Center's chief marketing officer (Andrea Burns) and its assoc. director of programming (Grace Hanover) as well as the accelerator's program lead (Elliott Smith, of Kitchen Sync Consultants) and its evaluator (Sarah Rocker, PhD) to hone the look/feel of the photo-graphics and to develop and discuss their themes and text.
  - This will include a conversation with Grace, Elliott and Sarah toward the end of Phase 1 to surface insights from your conversations with cohort members that may help in our evaluation of the accelerator as a whole.
- Travel: The participants in the accelerator program are spread throughout Colorado, from the San Luis Valley and the Western Slope to Metro Denver and the Eastern Plains. See below for a full list of locations. You or your team may travel to all these operations yourself, or you may sub-contract with multiple local photojournalists to capture the content (photos and interviews) and reduce travel.
  - We will provide you with contact information for all eight cohort members. You are responsible for scheduling and coordinating all visits to the operations.

---

#### List of locations:

- Bennett, CO
- Denver, CO
- Berthoud, CO
- Cortez, CO
- Alamosa, CO
- Center, CO
- Eckert, CO
- Akron, CO

---

### Proposal Requirements:

- Cover letter (attached or as email) detailing your interest in the project and relevant skills and experiences (e.g. storytelling, journalism, photojournalism, illustration, etc.)
- 2-3 samples of related work (photography, infographics, articles, etc.)
  - Links or attachments are fine, but do not submit a general link to your portfolio without directing our attention toward specific pieces within your cover letter.
- A pricing table for completing the deliverables, including basic information about any sub-contractors as needed

**Project Budget:** \$8,000

### Submission Deadline:

Please submit proposals directly to Grace Hanover at [g.hanover@nationalwesterncenter.com](mailto:g.hanover@nationalwesterncenter.com) by Wednesday, May 26 at 5pm MT.

