

2018 FLUFF FESTIVAL CREATIVE RFP

Contact: Jessica Eshleman, Executive Director
Organization: Union Square Main Streets
Email: usms@unionsquaremain.org

Project Description:

This year's Fluff Festival, "What the Fluff?: Fluff the 13th" Union Square Main Streets, the producer of the Festival, is holding a contest to find just the right design to be used on promotional sale items, all social media, and all collateral materials.

In order to find the most creative, mysterious, fun, and funky design that conveys our theme in a compelling way, we are holding a contest. This RFP will be sent far and wide to solicit competitors.

The winner will receive extensive recognition through traditional press, social media, on the Fluff Festival webpage, and on select Fluff materials, as well as a modest honorarium.

1. Background / Overview:

What the Fluff? Fluff the 13th

The Fluff Festival has a dedicated following of 20,000+ enthusiasts from its location in Union Square in Somerville to throughout the Greater Boston area and beyond. Every year attendees come for this fun, edgy, and lively event that offers something for every age, with games, live music, food, crafts, and more. Festival attendees range from visitors of all backgrounds, to students, to families with young and older children, to those who are simply looking forward to this year's attractions. The annually changing "What the Fluff" t-shirts have become collector's items, and people stand in long lines to purchase them.

The Festival is brought to you by [Union Square Main Streets](#), a nonprofit organization dedicated to preserving the unique character of the Square and continuing the proud tradition of local creation.

This year, the Fluff Festival will take place on Saturday, September 22, 2018 (raindate Sunday, 9/23) from 3 to 7 pm. The Festival will include the following features:

- The Shenanigans stage, where our local Archibald Query (the inventor of Fluff) impersonator oversees wild and messy games
- The Midway area with games for school age children and fun prizes
- The Knucklebones area with interactive play for preschool children
- The Main Stage with music from prominent local bands and performances by the Rogue Burlesque Flufferettes
- Over 40 food and craft vendors, most Fluff inspired
- A Cooking Contest for Fluff recipes
- Invention Alley
- Our Fluff t-shirts for 2018 with other sales items

2. Focus: what's the most important thing to say or show?

This neighborhood feel-good event has fun for every age and for a variety of interests. The Festival is celebrated for its wacky feel always, but this year presents a unique chance to play up superstition the “13th” so often conjures: black cats, turned luck, ironic horror, fortune tellers, Ouija boards, crystal or magic 8 balls, illusion, fantasy, and more.

While Fluff Fest really celebrates elements of local ownership, diversity, close community, invention, and creation that is so unique to Union Square and Somerville, the theme Fluff the 13th presents an opportunity for the public to step into an alternate dimension of the imagination.

Our goal is to create an iconic image that communicates through posters, t-shirts, stickers etc. The graphics created should:

- Incorporate this year’s theme of “Fluff the 13th”
- Capture the magical, mysterious, wacky and excitement of the 13th edition of this Festival
- Include the iconic Fluff image
- Embody the spirit of Union Square
- Avoid photographs and direct likeness of the Fluff branding
- Be kept simple as we will be using simple production methods

3. Design specifications:

The design must be:

- Acceptable and appealing for all ages, including infants and children
- Adaptable (size and color) to fit all materials, including:
 - S-XL shirts (roughly 8.5 inches wide) and for infant/children
 - Posters (11 x17” and 8.5x11”)
 - Program Book
 - Stickers (2”)
- Limited to 4 colors or less

4. Fluff the 13th Design Contest Process and Timeline

How to apply:

- Please email your submission to Jessica Eshleman at usms@unionsquaremain.org
- Put “Fluff Festival Design Application” in the subject line
- Feel free to also submit any previous work to showcase your talent

Past Festival designs may be found at www.unionsquaremain.org/store.

Important note: Please be aware that your submission represents a commitment to working with the Fluff Team beyond the contest to ensure the design’s integrity into production. If your design is selected,

you will be asked to adapt the design to fill all collateral and promotional materials. Typically this process begins in May and concludes in August.