Project Overview:

The Surrey Hospitals Foundation is seeking a creative and detail-oriented graphic designer or studio to support the 2026 Celebration of Care Gala. The selected vendor will develop cohesive branding and collateral that visually communicates the event theme across print, digital, and environmental touchpoints. This is a high-profile fundraising event with significant donor, media, and community engagement.

Scope of Work & Deliverables:

➢ Gala logo and theme branding (typography, palette, motif)
➢ Print and digital invitation design
➢ Digital invitation and social media graphics (Instagram posts/stories, email banners)
➢ Dancefloor wrap graphic
➢ Event program (cover and layout for interior pages)
➢ Menu card designs (dinner, dessert, bar)
➢ Sponsorship signage (step & repeat, on-site signage, donor wall if applicable)
➢ Welcome signage and wayfinding
➢ Table numbers or escort cards
➢ Photobooth branding/graphic overlay
➢ RSVP website (single landing page, basic form integration)
➢ Delivery of all approved design files in print-ready and web-ready formats

Timeline:

Kickoff meeting: August 5, 2025
Initial brand concepts due: August 15, 2025
Save The Date due: August 20, 2025
Final print deliverables due: January 26, 2025
Print files to vendors no later than: February 2, 2025

Proposal Requirements:

Portfolio showcasing similar event or brand work
Team bio or short description of your design approach
Timeline/availability to complete the work
Project fee or estimate (or hourly rate with estimated time)
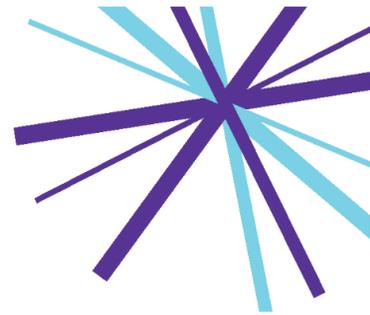2 client references preferred but optional

Budget:

Please provide your proposed fee. We are open to discussing ranges based on experience and scope of services provided.

Evaluation Criteria:

Strength of portfolio and alignment with gala-level design expectations
Understanding of event branding
Professionalism and communication
Value for cost

Submission Deadline: July 23, 2025
Submit To: Kimberly Harmsen kimberly.harmsen@fraserhealth.ca