



**Request for Proposal
From Potatoes USA
March 21, 2022**

General Information

Potatoes USA is a federally mandated non-profit Marketing and Promotion Board that represents approximately 2,000 U.S. potato growers. Potatoes USA's mission is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing the U.S. potato producers with expanding markets for their products. To further this mission, Potatoes USA conducts promotional and culinary education activities in the U.S. and 20+ countries worldwide and is constantly seeking out new market opportunities for U.S. potatoes and products.

Overview

Potatoes USA recently relocated their headquarter office space from the Denver Tech Center to the industrial arts district RiNo, north of downtown Denver. In collaboration with local artists, Potatoes USA is looking to update the internal and external artwork showcasing potatoes.

The size and scale of the project vary by selected location. Artwork will be assigned among twelve different interior spaces and one large mural on the exterior of the building. Final artwork will be showcased in RiNo art walks as well as various art festivals.

Eligibility

Artists should live in Colorado and all artwork submissions must relate to potatoes.

Twelve locations on the inside of the office space and one external section are in deep desire of art. Images of the spaces can be found in the attached document. The outside of the building will need a mural and the internal spaces will need to be on movable mediums such as canvas or desired material. Art can include but is not limited to the following suggestions. Inspiration is at the artists' discretion.

- Culinary skills, cooking methods, finished dishes, and meal preparation
- Growing, planting, and harvesting
- Type information including nutrition, fresh, froze, dehydrated, chip, and seed potatoes (no sweet potatoes)
- Potatoes in grocery stores on displays or in shopping carts

3675 Wynkoop St

Denver, Colorado 80216

Phone (303)369-7783

PotatoesUSA.com

PotatoGoodness.com

Project Deliverables

- Final artwork on the desired medium for designated space completed by the due date listed below.
- All artwork must be an original work of art, not contain any copyrighted materials, and not contain any offensive material.

Prize & Schedule

- Artists will be awarded an amount equal to \$500 or more depending on the size and number of art pieces chosen.
- If an artist is chosen to create their vision for Potatoes USA, various prize amounts will be awarded based on the size and scale of each project.
- Artists must provide a detailed timeline for completion of the artwork as well as its inspiration.

Timing

April 1	Distribution of RFP
April 6	Interested artists indicate an intention to participate
April 11	Questions submitted to Potatoes USA in writing
April 15	Written responses to questions provided by Potatoes USA
April 18	Written proposals submitted to Potatoes USA
April 18-22	Individual calls with Potatoes USA to present proposals (if needed)
April 29	Final Decision
May 1	Project Start Date
August 1	All art completed and submitted to Potatoes USA

Proposals

Firms submitting a proposal for the art outlined should include the following:

- ✓ An understanding of the project
- ✓ Providers' abilities/ qualifications for executing this project, to include but are not limited to:
 - Firms' prior experience creating similar art projects.
 - Provide examples of other similar items produced.
 - Innovative
- ✓ A bio of the artist who will be doing the art including their expertise and background.
- ✓ A work plan for completing the project, including a timeline.
- ✓ Additional comments, suggestions, or options to complete the project effectively are welcome.
- ✓ The length and weight of the proposal will not be used in the selection process; however, the merit and proposed cost will be.

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Selection of Winners

Artwork will be evaluated upon submission based on the needs of the Potatoes USA. Potatoes USA will select the winners in its sole discretion, based on creativity, originality, quality and execution, adherence to the theme, and overall impression.

Grant of Rights

All artwork will be created for and belong to Potatoes USA.

Each participant unconditionally assigns and transfers to Potatoes USA all rights, title, interest, and/or claim, which he/she now has, or may in the future have to his/her entry (including any and all written information submitted by the participant). Potatoes USA has the right to use, assign, modify, edit, adapt, dispose of, and electronically alter participant's submission, as well as to reproduce it, in whole or in part, without compensation or additional consent from participant, or any third party.

Publicity Release

Submission of a proposal and/or acceptance of an award constitutes permission for Potatoes USA to use, without notice or further compensation, worldwide and in perpetuity, any participant's submission, photo, likeness, biographical information, and statement in any and all media for any purpose, including without limitation, advertising and promotional purposes.

Submission Process

Proposals/questions should be forwarded to:

Blair Richardson
Chief Executive Officer
Potatoes USA
3675 Wynkoop St
Denver, CO 80216

Phone: (303)369-7783
E-mail: Blair@potatoesusa.com

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Denver, Colorado 80216

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Affirmative Action Statement

Potatoes USA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or family status.

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