



KAWARTHA LAND TRUST

Request for Proposal (RFP)

Illustrated Sticker Design for Kawartha Land Trust's 25th Anniversary
Issued: October 22, 2025

Overview

Kawartha Land Trust (KLT) is seeking a talented illustrator or graphic designer to create eleven (11) unique illustrated stickers in celebration of our upcoming 25th anniversary. Each sticker will highlight one of our publicly accessible properties, future public access properties, and an additional sticker for our trail network in North Kawartha. Each sticker will become a commemorative "badge" that represents the beauty, diversity, and ecological significance of these protected lands.

About Kawartha Land Trust

Kawartha Land Trust protects natural and working lands in the Kawarthas for future generations. Through land conservation, stewardship, and community engagement, we ensure that special places — including forests, wetlands, farmlands, grasslands — are preserved in perpetuity.

Project Scope

We are commissioning eleven (11) 2"–2.5" consistently-sized and shaped illustrated stickers, each representing a different KLT public access property (<https://kawarthalandtrust.org/connect-with-nature/>)*.

These designs will be used for outreach, events, and merchandise to celebrate 25 years of land conservation, community impact, and connection to the natural world.

Each design should:

- Visually represent a specific property
- Incorporate elements of its unique ecology, landscape, or species (KLT will provide reference materials and information)
- Reflect our organization's identity and values
- Incorporate our logo/branding

Design Specifications

- **Quantity:** 11 individual sticker designs
- **Shape/Size:** “Badge” designs, 2”–2.5” diameter
- **Color:** CMYK color format
- **Style:** All styles welcome
- **Format:** Final files must include:
 - Vector (AI/EPS)
 - Transparent PNG
 - Print-ready PDF
- **Mock-ups:** At least two rounds of mock-ups for feedback required

**Three properties are protected, but will be opened to the public at a future date.*

Timeline

Milestone	Date
RFP Issued	October 22, 2025
Proposal Deadline	November 22, 2025
Selected Artist Notified	December 1, 2025
Project Start	January 2, 2026
Final Design Files Due	March 1, 2026

Budget

As a land conservation charity, KLT is able to offer a total budget of \$2,200 for this project. This includes all design work, present and future licensing, revisions, and final deliverables.

Proposal Requirements

Interested designers should submit:

- Portfolio/sample of relevant work & 1–2 concept sketches or brief visual direction ideas
- Artist bio or resume (optional but encouraged)
- A brief paragraph on your connection to the Kawarthas

Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and quality of work
- Alignment with KLT’s mission and project vision
- Budget alignment

Ownership & Usage Rights

All final artworks created as part of this project will become the sole property of Kawartha Land Trust upon final payment. By submitting a proposal and accepting the project, the selected artist agrees to transfer full ownership and copyright of the final designs to Kawartha Land Trust.

Kawartha Land Trust will have the unrestricted right to use, reproduce, modify, distribute, and display the artwork in any and all formats and media — including but not limited to print, digital, promotional merchandise, social media, and fundraising materials — in perpetuity.

The artist may retain the right to display the work in their personal portfolio or website for promotional purposes, with appropriate credit to Kawartha Land Trust.

Submission Details

Please submit proposals via email by November 22, 2025.

Send proposals and questions to:

dcouture@kawarthalandtrust.org with “Sticker Design Proposal – [Your full name]” as the subject line.

Contact

For any questions regarding this RFP, please contact:

Dani Couture, Communications Manager

dcouture@kawarthalandtrust.org