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Date: October 26, 2017

To: Interested Graphic Design Companies

From: Rebecca Bartling, Chief Executive Officer
Sonoma County Event Center

Re: Proposals to Design All-inclusive Logo Package for 2018 Sonoma County Fair

REQUEST FOR PROPOSAL

The Sonoma County Fair & Exposition, Inc. (hereinafter referred to as "Corporation") is seeking proposals from all interested and qualified parties to produce a themed logo for the 2018 Sonoma County Fair. The selection of the designer/firm will be made based upon the logo sample types and complexity that respondent intends to propose and will be selected no later than November 17, 2017. Once selected and notified, the chosen designer/firm will then work directly with Fair staff to complete the logo and submit the all-inclusive logo design package by November 30, 2017. *Please note that the Fair is NOT paying for work done to complete initial submissions.*

To receive the specifications for submitting your Proposal for our consideration, please contact lfox@sonomacountyfair.com for the link to the RFP. This link will be available October 27, 2018.

Proposal information (references and all information required in the RFP) will be due no later than 4:00 PM on November 17, 2017. Proposals received later than that date and time will not be accepted. All submissions must be clearly marked "2018 SONOMA COUNTY FAIR LOGO CONCEPT".

Questions regarding the content of this RFP will be answered by email only, not by phone. Questions will be answered in accordance with specifications of the RFP. The deadline for the last day to submit questions will be on **Thursday, November 9, 2017 before 12:00 PM.**

At the Fairgrounds:
Golf Course
RV Park
Jockey Club
Wine Country Racing
Fair Foundation