VFIHA Indigenous Jersey Crest

Design Selection Process

**Stage 1: Call for Proposal**

* Refer to latest version of: “Vancouver Female Ice Hockey Association - Call for Proposal to Musqueam, Squamish and Tsleil-Waututh Nations; Artists - Jersey Crest”
* **Distribution Date: Tuesday, May 10, 2022**
* Create Evaluation Panel in preparation for Stage 2 (**by Saturday, June 11, 2022**)
  + At least 6 to 8 people with different perspectives:
    - * VFIHA President
      * VFIHA Communications Manager
      * At least 2 Indigenous people (VFIHA members/parents and non-members)
      * Someone with graphic arts experience/branding person
      * Young player
      * Older player
      * Coach
      * Official
    - Final Date for Receipt of Applications: **Saturday, June 11, 2022**

**Stage 2: Review of Applications**

* As the applications are received, format them into a standard style and distribute to the Evaluation Panel.
* Up to 2x 1 hour sessions to short list to 6 artists
* **Complete by Saturday, June 18, 2022**

**Stage 3: Develop Concept Design**

* Have a workshop with 6 finalists and Evaluation Panel:
  + This is a co-design process
  + Artist’s agreement would be signed at this time
  + Re-emphasize time frame to artists with the understanding that not meeting our schedule will be end of engagement.
  + Describe what we want:
    - An animal or creature (of the land, water, sky and/or spirit).
    - To be connected to the culture and stories of the artist’s nation.
    - An explanation of the crest’s connection to the land we live on and the cultural significance for the local First Nation.
  + Final drafts by **Saturday, July 16, 2022**
  + All 6 artists to be paid $250 each for the above. No payment if not submitted by Saturday, July 16, 2022.

**Stage 4: Selection Process**

* Members (i.e. players & goalies) choose their preferred top 3 of 6 submitted concept designs through preferential voting
* Final decision weighted:
  + 50% from preferential voting result
  + 50% from Board

**State 5: Final Design Process**

* Artist finalises design by an agreed date with the VFIHA Board and provides artist’s statement on the design, e.g. initial sketches, reasoning behind the design, cultural context.
* Finalist to retain copyright ownership and to be paid for VFIHA perpetual exclusive all rights use.
* Payment on receipt of design in the required file formats and the artist’s written statement of the design.