

# 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.