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Americares Airlift Benefit Design September 1, 2023

Assignment: Americares is seeking an artist and/or graphic designer to develop a visual identity design for the 2024 Americares Airlift Benefit, our annual fundraising gala. Each year we create a unique Airlift Benefit environment, applying a design across all marketing and communication materials leading up to the event, at the venue and in any livestream and digital environments. The visual identity is a key element and expresses key themes, including geographies or health themes relevant that year.

About Americares: Americares is a health-focused relief and development organization that saves lives and improves health for people affected by poverty or disaster so they can reach their full potential. Americares carries out health programs in over 20 countries, including Colombia, El Salvador, Haiti, India, Liberia, Malawi, the Philippines, Tanzania and the United States, including Puerto Rico. Since its founding in 1979, Americares has provided \$22 billion in aid to 164 countries.

About the Airlift Benefit: Now in its 37th year, this annual fundraising event celebrates the organization's life-changing health programs and the health workers and local partners who make them happen. Importantly, the event engages our audience of donors, which includes individuals, foundations and corporations. Though the Airlift Benefit itself occurs on a specific date, we're communicating and promoting the event – engaging our audience – for nine months, starting with a save the date, continuing with a registration website, collateral for group fundraising and an invitation and culminating in a live event with on-screen animations, speaker slides, videos and more. See the [2020](#) and [2021](#) events, which were virtual and livestream only.]

The event for approximately 350 guests is typically held in an aviation space, such as a hangar or, in 2024, the TWA Hotel at John F. Kennedy International Airport. In conjunction with the event, a group of about 80 supporters will board a plane to see the work they support firsthand, most often in Central America or the Caribbean, as this is a 24- to 48-hour experience. Guests meet staff and patients at the health clinics Americares supports. No one ever forgets this trip, during which they see firsthand the impact of their donations. Because this aspect of the event is so key to its identity, designs traditionally consider how the "airlift" theme may be included in design elements or as a key visual element (i.e. a stylized airplane).

The visual design is a through-line for every part of donor outreach, this year beginning in September and culminating at the live event on April 11, 2024, at the TWA Hotel.

Scope of Services and Deliverables: The deliverable is a visual identity design that creates excitement around the event, complements Americares brand identity and can translate digitally and physically. Ideally, the design will take advantage of and complement the unique TWA Hotel space. The design should include relevant motifs such as icons, figures, or shapes that can be pulled out and applied singly or together in a repeat pattern at any scale. The design should include an airplane or other symbols of travel for purpose that can be used separately. The design should be lively and colorful (using Americares color palette), and easily animated, as this is a party as well as fundraiser for a global health organization. Deliverables should include a look book, showing sample applications of the visual identity, such as light box or projections, and must include relevant native design files, such as Adobe Illustrator or similar vector files that will be shared with other creative agencies for application.

If you're selected, Americares will provide you with a full creative brief (or you may furnish a brief for us to complete) and our brand standards and make ourselves available for a discussion of ideas and

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approaches. The selected designer should also be available for a tour of the TWA Hotel venue in October, most likely October 20, but final date to be determined (please include travel costs in your proposal).

A first draft will be due two weeks from Americares delivery of the creative brief and discussion. Americares will provide feedback and ask for any revisions. A revised and final file will be due one week after feedback is provided and will reflect the feedback.

Qualifications:

- A strong portfolio of work samples demonstrating relevant design ability
- Ability to produce final design in Adobe Illustrator or other vector format
- Ability to work on deadline
- Two references from previous clients

Terms and Conditions: Once you're chosen for this project, Americares will provide a contract. This project description is not a contract or agreement.

Interested? The first step doesn't include design work – instead, by September 15, please reply via email, with the following information:

1. Proposed budget
2. Timeline, including first submission, one revision and versions
3. Examples of previous original visual identity work
4. Questions

Contact: Kathryn C. Kukula, kkukula@americares.org