

**Call for Expressions of Interest: Indigenous Artists of Newfoundland and Labrador - 2025 Canada Games**

The Canada Games are a symbol of unity and national pride, bringing together young athletes and supporters from all 13 provinces and territories, celebrating the diverse culture and spirit of our country through the power of sport.

We are pleased to invite Indigenous artists from Newfoundland and Labrador to submit their work for a unique opportunity to showcase their art on a couple of 2025 Canada Games projects. We are seeking artwork that reflects the cultural heritage of Indigenous communities in Newfoundland and Labrador while embracing the spirit of the Canada Games. The designs should tell meaningful stories that resonate with local and national audiences, blending traditional elements with the excitement and energy of the Games.

**Project Overview of Featured Artwork:**

The selected designs will be featured on the official 2025 Canada Games reusable shopping bags which customers will receive with their purchases of Canada Games merchandise. In addition to the reusable shopping bags, the artwork will be used to wrap planters at the airport, becoming a permanent piece of the airport's cultural landscape as a legacy of the Games.

<b>Reusable Canada Games Shopping Bag</b>	<b>Legacy Artwork for St. John's International Airport</b>
Bag dimensions: 13.25" x 6.5" x 15"	Planters Dimensions: 13' circ. x 32" h
	

**Artwork Requirements:**

- Artwork should incorporate elements of Indigenous culture from Newfoundland and Labrador, showcasing the artists local communities.
- Designs must integrate the 2025 Canada Games logo and brand colours in a thoughtful and respectful way.
- The artwork should be adaptable for various formats, including merchandise and signage.
- High-resolution or scalable vector-based digital artwork files are required.

**Promotional Support:**

To celebrate the selected artists, a promotional campaign will highlight their stories and showcase the merchandise, ensuring national exposure for their work.

**Number of Artists Selected:**

Up to six Indigenous artists will be selected to design artwork for the 2025 Canada Games

**Review Committee:**

The review panel will include representatives from:

- 2025 Canada Games EDI Committee
- 2025 Canada Games Youth Advisory Group
- 2025 Canada Games Staff

**Compensation:**

Each selected artist will receive an honourarium of \$2,000 for their design. This payment covers the rights for the Host Society to use the artwork for the specified projects, including items for the merchandise program and signage.

**How to Submit an Expression of Interest:**

Interested Indigenous artists from Newfoundland and Labrador are invited to submit their work by **February 28, 2025**. Submissions should include:

- High-resolution digital artwork file(s) or scalable vector-based files.
- A brief proposal including:
  - Artist's background and relevant experience.
  - Concept sketches or preliminary designs.
  - A description of how the artwork reflects Indigenous culture and incorporates Canada Games branding.

Please submit your expressions of interest to: [kjackman@2025canadagames.ca](mailto:kjackman@2025canadagames.ca)



### Timeline:

- **January 27, 2025:** Call for Expressions of Interest opens
- **Feb. 28, 2025:** Submission deadline
- **March 17, 2025:** Selected artists will be notified
- **April 15, 2025:** Final artwork due
  - **Merchandise Bags - May 15 - 25, 2025:** In-person sales at the 2025 Canada Games Merchandise Store in the Avalon Mall in St. John's, and all Games-time merchandise locations in the Avalon region
  - Airport Planters - No specified dates at this time. Installation will take place when artwork is approved and complete, prior to August 2025

We look forward to seeing your creative contributions and how your artwork can help celebrate this exciting moment in sport, culture, and heritage!