



## Request for Proposals: Tobacco Industry Mail Art Project

### About Us:

The Association for Nonsmokers-MN (ANSR) is a nonprofit organization dedicated to reducing the human and economic costs of commercial tobacco use in Minnesota. Our core commitments are to protect young Minnesotans from a lifetime of addiction, ensure that all Minnesotans can breathe clean, smoke-free air everywhere, and reduce health inequities and other disparities in relation to commercial tobacco, nicotine, and other drugs.

### Background:

The tobacco industry spends billions of dollars marketing and advertising their addictive products each year, specifically targeting people by racial and ethnic groups, Native Americans, youth, LGBTQ+ people, and other populations. While email and social media marketing is becoming increasingly popular, the industry still sends physical product promotions and coupons in the mail to keep customers coming back for more. These mail pieces undermine people's quit attempts, increase access to commercial tobacco by reducing prices, and generate substantial amounts of waste. ANSR has collected hundreds of physical mail pieces from tobacco companies over the past decade.



**Our Goal:**

We are seeking an artist to design and create a portable, multimedia art piece or educational display that aligns with commercial tobacco prevention messaging using these materials. Our goal is to use this piece/display in our community outreach and advocacy efforts to spark conversation, educate the public about tobacco industry targeting and greenwashing in a creative way, and inspire change.

**Description of Work:**

- Develop a project concept in collaboration with ANSR staff;
- Create the piece/display using mail pieces provided by ANSR and other art materials collected by artist;
- Produce supplemental educational materials such as text panels or handouts to go with the piece/display, if necessary; and
- Work with ANSR staff to promote the piece/display at community outreach events, in ANSR communications, or other methods.

**Required Qualifications:**

- Currently enrolled in a secondary education program in MN (undergraduate or graduate)
- Background in visual or fine arts, sculpture, video, graphic design, or other creative field
- Any digital design work should be completed using Adobe software or Canva
- Able to meet with ANSR staff periodically on Zoom
- Background in public health or commercial tobacco prevention is a plus

**Payment & Timeline:**

A \$1,000-\$1,666 stipend will be provided upon completion of three internal deadlines, totaling \$3,000-\$5,000. This project must be completed by Sunday, December 15, 2024.

**Submission Information:**

If you are interested in applying, please send the following to [katie@ansrmn.org](mailto:katie@ansrmn.org):

- Resume and any relevant art samples or portfolio materials
- Proposal for the project
- Any other anticipated costs associated with this project

Please contact Katie Engman at [katie@ansrmn.org](mailto:katie@ansrmn.org) or 651-646-3005 with any questions, to receive a sample of our current materials, or to discuss further details of how we envision this project being developed.

All proposals must be received by **Sunday, September 29, 2024** or until filled.