



Request for Qualifications – Graphic Design Services

Canalway seeks qualifications from graphic designers to develop digital assets and design graphics for event marketing and communications materials on an as-needed basis, beginning with the development of digital Canva templates for a minimum of four events. The selected design professional would be engaged, on an hourly basis as needed, for the services outlined below.

About Canalway

[Canalway Partners](#) is a 40-year-old 501(c)3 non-profit organization that serves as a catalyst for projects and programs within the Ohio & Erie Canalway National Heritage Area in Cuyahoga County. We connect people to place for the prosperity of all through community programming, preservation advocacy and placemaking support.

Canalway is the host of major events including RiverSweep, Cycle Canalway, Cleveland History Days, Cuyahoga River Rally and others.

Project Overview & Scope

Canalway has a variety of graphic design needs for events that occur throughout the year, and is seeking assistance in streamlining the use and creation of these elements at the start of 2026.

The engaged designer will develop Canva templates for a minimum of 4 events that can easily be updated by Canalway staff for use as needed throughout the year. Canalway staff will have the final control over published elements. Ideally, template creation for these 4 events would be completed by April 2026.

Events included in this project are:

- RiverSweep – May 2
- Cycle Canalway – May 17, kick-off event for monthly summer series.
- Cleveland History Days – June 18-28
- Cuyahoga River Rally – Aug. 8

Additional contract work may be available after the initial project completion.

Scope of work:

- Using existing brand guidelines and event logos, develop event specific social media templates that can be edited and updated for promotional use throughout the events season.
- Develop a cohesive look between previous marketing materials and marketing materials for 2026 events.
- Work with Canalway staff to incorporate feedback and revisions as needed.

Deliverables:



- Per event, provide digital Canva templates including social media graphics and E-newsletter elements.
 - Minimum Required Elements & Dimensions:
 - Instagram Post (4:5)
 - Facebook Post: (940x788 px)
 - Newsletter Banner: (600x300 px)
- Provide digital Canva editing ability.
- Additional elements may be requested per event.

Canalway will be the owner of final assets created and reserve the rights use templates for marketing needs associated to corresponding event. Deliverables may vary by project. Some digital designs may be required to coordinate with printed materials created by established designers.

Qualifications

We are seeking designers with:

- Demonstrated professional experience in graphic design, branding, or visual communications.
- Proficiency in Canva.
- Portfolio showcasing digital marketing materials in the non-profit or event-marketing sector.
- Willingness to collaborate with Canalway staff and learn about our events as needed.
- Ability to follow existing brand guidelines, including colors, fonts and logo-use.

Application Requirements

Interested parties should submit the following materials in one PDF document not exceeding 10 pages:

- Cover letter highlighting qualifications
- Resume
- Portfolio or links to sample work
- Hourly rate for template building project
- 2 client references

Interested parties are encouraged to review Canalway [Instagram](#) and [Facebook](#) channels and review our [brand guide](#) to familiarize yourself with our work and visual approach.

Submission Deadline:

Please combine materials into a single PDF document and submit application no later than Jan. 21, 2026 at 5 pm to Meghan Tinker Paynter Director of Communications, Canalway, meghan@canalwaypartners.com