INDIGENOUS MARKETING SOLUTIONS

1121 Jesken Road, Mill Bay, BC, V0R 2P4
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Call for Orange Shirt Day Designs

Issued by: Indigenous Marketing Solutions
On behalf of: Indigenous Marketing Solutions, Naut'sa mawt Tribal Council, Walmart Canada
Opening Date: October 23, 11:00 AM PST
Closing Date: November 16, 11:00 PM PST
Compensation: $4,000 CAD (x2)

Section 1. About the Opportunity

Indigenous Marketing Solutions (IMS) is inviting Indigenous artists to participate in designing a shirt for the 2027 Orange Shirt Day with a theme relevant to Orange Shirt Day and Every Child Matters. All submissions will be considered for two separate Orange Shirt Day initiatives:

1. The IMS Orange Shirt Day campaign (sold on shop.indigenousmarketing.ca), licensed by Orange Shirt Society, with 100% of profits going to Naut'sa mawt Tribal Council for healing gatherings at the request of our Elders.
2. Walmart Canada's Orange Shirt Day campaign, with 100% of profits divided between Orange Shirt Society and Indian Residential School Survivors Society.

Both campaigns pay $4,000 each, with a different artist and design selected for each campaign. If you do not want to be considered for one of the campaigns, please let us know when you submit your artwork.

This campaign accepts Orange Shirt Day designs in a variety of stages, including:

- Concept sketches
- Incomplete drafts
- Complete designs (including those used in the past if they will not be sold, licensed, or otherwise used in 2027)

Please note that complete digital designs are most likely to be selected by Walmart Canada due to their production timelines.

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Section 2. Project Details

Artwork Phase

This project requires artists to create a full design for an Orange Shirt Day campaign in the style of their choosing. Please note that we accept submissions in all art mediums that can be digitized by our team, including carvings and paintings. You may also submit more than one piece for consideration.

The project begins with a review of all submitted designs, including concepts and complete designs. IMS will shortlist designs for the two campaigns and may work directly with the artists to implement minor adjustments if they are likely to improve their chances of being selected.

Once the final artwork has been chosen for each campaign, IMS will continue to work with the selected artists to make any adjustments requested by Walmart Canada, IMS, and/or Naut'sa mawt Tribal Council. Changes may include slight edits to the design, colours, etc. Please note this project is not a good fit for artists who are unwilling to modify their art.

IMS will also assist with digitization and vectorization of the final design, if needed.

Promotion Phase

Preparation for campaign promotion begins in early 2027. IMS will require several finalized assets to assist with campaign promotions, including:

- Artist photos
- Artist bio (very short, short & long variations)
- Art statement about the piece

The artists selected may be asked to participate in additional promotional activities, such as website stories and/or media opportunities.

IMS can support with photography, writing, and editing, as needed. IMS will also cover any external expenses required, such as hiring a photographer. Please note compensation to the selected artist for their time and participation is included within the $4,000 project rate.

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Section 3. Timeline

This project has the following milestones and known deadlines:

Phase	Timeline/Deadline
Call Opens	October 23, 2026
Call Closes	November 16, 2026
Artist Shortlist Notification	November 20, 2026
Presentation to Walmart Canada	November 24, 2026
Selected Artist Notification	November 27, 2026
Full Artwork Due	December 11, 2026
First Round Revisions Due	December 17, 2026
Final Revisions Due	January 3, 2027
Artist Bio & Headshot Due	January 3, 2027
Promotional Phase Begins	July 15, 2027
Promotional Phase Ends	September 30, 2027

Please note IMS, Naut'sa mawt Tribal Council and/or Walmart Canada may adjust timelines if needed.

Section 4. Pricing

The project will pay $4,000 in Canadian Dollars. The selected candidates are required to submit an invoice and an electronic payment form. IMS can assist with creating an invoice, if required.

Section 5. Submission Requirements

Please submit your artwork to communications@nautsamawt.com, along with the following information:

1. About You

Please include:

- Your name

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- Nation and community
- Biography/background on your art practice
- Story behind the Orange Shirt Day artwork
- Name of Orange Shirt Day artwork, if applicable
- Previous use of the artwork, if applicable

2. Previous Work

If you're submitting concepts or incomplete artwork, please provide 3–5 examples of previous design work, in any medium. Alternatively, you may provide a website link or portfolio social media account.

3. Preferences

If you do not want to participate in one of the campaigns (either IMS or Walmart Canada), or you are uncomfortable with aspects of the promotional phase, please include this information. This info is to ensure the decisionmakers are aware of your preferences and **will not disqualify you from consideration.**

4. Confirmations

Please include a section in your submission confirming each of the following:

- You are submitting original artwork that you created.
- Your ability to work within the proposal timeline in Section 3 and meet all milestones and deadlines.
- Your willingness to modify your concepts and designs based on feedback from IMS and/or Walmart Canada throughout the course of this project. (This project is not a good fit for artists who do not feel comfortable modifying their creative work.)
- You will not use AI, or AI tools built into software, to brainstorm, inspire, create, generate, modify, or otherwise influence your designs.

Section 6. Evaluation Criteria

Submissions will be reviewed using the following criteria:

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1. Quality and visual clarity of the proposed design
2. Artistic styles that lend well to a shirt design
3. Cultural integrity and storytelling through design
4. Ability to meet the project timeline and deadlines
5. Ability to collaborate with IMS and Walmart Canada, including the ability and willingness to adapt creative designs based on feedback
6. Connection to a Nation within the Naut'sa mawt Tribal Council

Section 7. Submission Instructions

Deadline: November 16, 2026 — 11:00 PM PST

Submit To: communications@nautsamawt.com

Subject Line: Orange Shirt Day Design — [Your Name]

If you have questions, please reach out. We aim to make this process welcoming, clear, and supportive for artists.

Section 8. Selection Process

1. IMS will review all submissions after the closing date.
2. Shortlisted artists may be invited for a conversation.
3. IMS will present options to Walmart Canada, IMS and Naut'sa mawt Tribal Council for consideration.
4. Selected artists will be notified by November 27, 2026.