



**July 28, 2025**

**Call for Proposals: Creative Consultant for Youth Engagement**  
**Issued by: Breckenridge History**

**Background**

Breck History has a well-established, respected and popular youth education program that includes in-classroom presentations, afterschool activities, field trips, and other experiential learning opportunities. These programs are a valued part of the community and an important part of our mission.

To build on this strong foundation, Breck History seeks to deepen its engagement with younger audiences through enhanced museum-based interactions and targeted branding. Our goal is to create a cohesive and inviting youth experience across our historic sites.

**Project Overview**

Breck History is seeking a qualified consultant to collaborate with our staff in expanding and enriching our youth and family engagement efforts. The consultant will support both branding and exhibits aimed at creating meaningful, accessible, and fun experiences for young audiences.

**Scope of Work**

**1. Youth-Focused Branding & Identity**

- Design a Mascot: Develop a fun, approachable mascot that will serve as the visual ambassador for Breck History's youth/family programs and materials.
- Create Brand Guidelines: Establish program-specific branding guidelines, including fonts, color palettes, and design templates for use in flyers, exhibit signage, and educational materials.
- Name the Program: Assist in creating an overarching name or title for Breck History's full suite of youth programs—including museum field trips, classroom presentations, and afterschool offerings.
- Cross-Site Engagement: Develop creative concepts to link Breck History's various properties in a way that promotes site-to-site exploration, with an emphasis on accessibility and engagement for youth and families.

**2. Exhibit Design Concepts**

- Help design youth-centered exhibit ideas for the Edwin Carter Museum, which is undergoing updates to coincide with the 250-150 anniversary in 2026.
- Provide recommendations for additional youth-focused exhibits in other Breck History managed sites.

## Resources

The selected consultant will be given access to all existing Breck History branding, youth materials, and archival resources/research.

## Qualifications

Ideal candidates will have experience in one or more of the following areas:

- Graphic design and branding, especially for cultural or educational institutions
- Exhibit planning or interpretation
- Experience with youth-centered engagement

While much of the work on this project may be done remotely, the selected candidate should be available to meet in person and on site occasionally in Breckenridge, Colorado.

## Proposal Submission

Interested consultants should submit the following to Larissa O'Neil, Executive Director, at [larissa@breckhistory.org](mailto:larissa@breckhistory.org):

- Letter of interest outlining your approach and relevant experience
- Resume or CV
- Portfolio or examples of related work
- Proposed hourly rate for services

Submit materials by September 8, 2025.

This project is anticipated to start in October of 2025.