



Miller Theatre Advisory Board – Graphic Designer

Miller Theatre Advisory Board/Miller Outdoor Theatre

The Miller Theatre Advisory Board (MTAB) is the nonprofit 501(c)(3) that oversees programming at Miller Outdoor Theatre, a Houston treasure for over 100 years. Miller provides professional-caliber performances, always free to the public, enriching the city's diverse communities and welcoming more than 300,000 visitors annually. Programming includes performances by local arts organizations, national and international touring artists, and signature community celebrations such as Juneteenth, Cinco de Mayo, and El Grito.

Miller is currently in the midst of a Capital Campaign to fund major venue improvements, with the first project moving into construction in fall of 2025. Due to additional venue upgrades, programming will pause until summer 2026, while outreach efforts remain a top organizational priority.

Summary

The Miller Theatre Advisory Board is seeking information from Houston-based freelance graphic designers interested in providing ongoing design support for the organization.

Through this RFI, MTAB hopes to learn more about the services, working structures, and pricing models designers may offer for ongoing collaboration. Respondents are invited to share their approach to working with arts and cultural organizations and how they might structure design services for a client like MTAB.

This RFI is intended to gather information and explore potential working relationships. It is not a formal request for proposals.

Overview of Anticipated Design Needs

MTAB regularly produces both print and digital design materials in support of programming, marketing, and donor engagement efforts. While exact needs vary seasonally, typical design work may include the following.

Printed Materials

- Season brochure
- Venue signage and A-frame signage



- Donor or impact cards and flyers
- Ticket envelopes
- Event or promotional materials (such as tent graphics)
- Business cards
- Pole banners and theatre banners

Digital Materials

- Social media templates and show graphics
- Pre-show and livestream slides
- Email headers, newsletter graphics, and digital collages
- Digital advertising graphics

Example Project Flow

To provide a sense of pacing and volume, a typical spring design cycle might include:

- **March–April:** Season brochure design and revisions; membership or donor materials; social media covers
- **April–May:** Social media templates; ticket envelope design; promotional graphics
- **May:** Venue signage, banners, A-frames, and other performance season materials
- **June:** Livestream slides and related digital assets

Workload varies throughout the year, with heavier design periods leading into the performance season and lighter periods at other times.

Working Relationship

MTAB anticipates working collaboratively with a designer or design partner who can support the organization’s ongoing needs with flexibility and reliability.

Typical working arrangements may include:

- Collaboration with MTAB staff on concepts, timelines, and revisions
- Access to brand guidance, copy, and organizational assets
- Coordination with social media and marketing efforts
- Occasional in-person meetings as needed

Designers should maintain their own design software tools (such as Adobe Creative Suite) and be comfortable working with both Adobe tools and Canva as part of MTAB’s workflow.



Information Requested from Respondents

Designers responding to this RFI are invited to submit the following:

- A brief introduction and overview of their design services
- Portfolio or work samples, particularly projects related to event marketing, performing arts, or cultural organizations
- A short description of how they typically structure ongoing design work with clients (for example: retainer-based, project-based, or other models)
- General pricing structure or typical rates for ongoing design support
- Confirmation of Houston-based availability and anticipated start timeline

Submission Information

Interested designers may submit materials via email to:

cdevasco@milleroutdoortheatre.com

Please include **“Graphic Design – RFI Response”** in the subject line.

Submissions will be reviewed on a rolling basis as MTAB evaluates potential design partnerships.