

TO: Graphic Designers

FROM: Annette Einhorn
Director, Events & Marketing

RE: Design Challenge for Stamford Downtown Annual Report

The following are the specs for the design and structure of the DSSD Annual Report 2017-2018. The Annual report will summarize 2017/2018 (fiscal year) and explain the roles and capabilities of the Stamford Downtown Special Services District. (Stamford Downtown)

The theme of this year's report will be:

Stamford Downtown – Moving Forward

The report includes information on retail, economic development, events & marketing, & operations as well as list of supporters, board of directors etc. and will be written by Stamford Downtown. The annual report may include all or a portion of the following: text, photos, graphs, charts and maps.

Here is the design challenge for those who choose to accept it: due to budgetary constraints, Stamford Downtown has a TOTAL design budget of \$3,000.

Specs for the Stamford Downtown 2017/2018 Annual Report

Concept, design and structure

- Size to be determined, must fit in standard mailing envelope sizes
- 4 color (plus aqueous coating)
- Number of pages plus cover – to be determined (Not to exceed 20)
- Alternative layouts – four folds etc. are welcome, keeping efficient printing costs in mind
- Artwork, text, photos to be supplied by Stamford Downtown, color correction to be done by designer
- Editorial changes will be streamlined, but need to be accommodated within the total budget of \$3,000, including any and all edits.
- Preparation of artwork and digital files for printing
- On-press supervision if needed
- Optimized Reduced size PDF format of final report for website use

All work must be completed by May 1, 2018 (Completion date may be later- MUST go to press by May 7, 2018)

Bids should include 3-5 proposed cover ideas and a few examples of a proposed internal page.

Bids must be received by Monday, February 26, 2018 at 4pm. Please email your intention to bid by Tuesday, February 20.

Previous Annual reports can be viewed at: <http://stamford-downtown.com/about/media/>

Thank you.

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Please direct all questions to me via email, no phone calls please!