

**Stamford Downtown Special Services District**  
***Summer Events Marketing***  
**Graphic Design**  
**Request for Proposal**

Stamford Downtown is seeking Graphic Design services for its Summer Events Marketing materials. You are invited to bid on the entire marketing package (Items B-G) or just the Initial Design Concept for Summer Events Brochure Cover and Concert Poster (Item A).

As part of your proposal please include:

- 3 – 5 creative ideas for the Summer Events Brochure Cover **(A)** and at least one comp of a Concert Poster **(C1)**.
- Itemized all-inclusive pricing for each of the projects by letter or total project
- Your Design and Editorial Author's Alteration policy.

Stamford Downtown will provide final copy in electronic format, all photography in high-resolution electronic format, and all sponsor logos. Stamford Downtown will also contract with a printer directly for all materials but please include an estimate to manage the printing through the entire process. Upon completion of the project, designer will need to provide all final native graphic files on DVD/Flash Drive to Stamford Downtown, which Stamford Downtown will own all rights for future use.

Please use the specifications listed in this RFP to estimate costs for design marketing collateral. These specs may change as the project progresses and will be re-estimated as necessary. Please note that revisions and changes to each project should be anticipated. Please feel free to email [annette@stamford-downtown.com](mailto:annette@stamford-downtown.com) with any questions **(no phone calls please.)**

**Please RSVP by Monday, March 19 if you plan to submit a proposal. Bids and creative ideas are due by Monday, March 26, 2018 at 10am via email to [annette@stamford-downtown.com](mailto:annette@stamford-downtown.com). Thank you.**

## Marketing Package

### A. Summer Events Brochure Cover and Poster Art Only Needed by mid April

You may bid on designing just the 4" x 9" brochure cover (see item B) and initial design of Alive@Five/ Wednesday Nite Live 11" x 17" poster (see item C1) to develop an overall image for our summer events marketing. We will use another designer for project completion.

### B. Summer Events Brochure Schedule: Design April/Prints May

Each summer we produce a 16-page self-cover brochure highlighting all summer events. The brochure will include event schedules, talent photos and biographies, sponsor logos, graphics, map and text. All photographs and text will be supplied by Stamford Downtown. Final folded size is 4" x 9" (size is flexible). Map to be created by designer. Images may need to be photoshopped.

### C. Posters Schedule: Prints in April and August

Item	Event	Size 1	Size 2	Content
C1	Alive@Five/ Wednesday Nite Live	11" x 17"	30" x 40" for Mall	Concert Sked/Sponsor Logos

### D. Print/Digital Advertising Schedule: Ads running April - August

The print/digital advertising will include a wide variety of newspapers/online uses. Please note that the ads of each size will be placed in 2-3 different publications, all requiring unique sizes. Anticipate the production of ads in at least these sizes listed below, (these sizes may change) Estimate about 18 ads for Alive@Five and about 12 ads for Wednesday Nite Live.

Ad Size	Weekly Talent Ads Ad changes weekly	Weekly Talent Ads Ad changes weekly
5.47" x 10.5"	Alive@Five	Wednesday Nite Live
5.25" x 10"	Alive@Five	Wednesday Nite Live
3.458" x 6"	Alive@Five	Wednesday Nite Live
Digital Ad 1080 x 1080 pixels	Alive@Five	Wednesday Nite Live
Digital Ad 1200w x 628h pixels	Alive@Five	Wednesday Nite Live

### E. Postcard Schedule: Design May

Event	Theme	Size
Summer Events Postcard	Combined Summer Events Postcard mails June	6.125" x 11.5"

## F. Outdoor Signage

Schedule: May- August

Design outdoor banners and billboards

Event	Banner	Size
Alive@Five/ Wednesday Nite Live	Bedford Street Banner	444" long x 42" high
Wednesday Nite Live	Library Banner	6' wide x 10' high
Alive@Five	Outdoor Digital Billboards	Various Sizes (4-6 unique sizes with 6 weekly versions)
Wednesday Nite Live	Outdoor Digital Billboards	Various Sizes (4-6 unique sizes with 6 weekly versions)

## G. Web Banners

Web banners for two events (Alive@Five and Wednesday Nite Live), at various sizes, examples below, these may change

Web Banner Size	Event1	Event2
728 pixels wide x 90 pixels deep	Alive@Five	Wednesday Nite Live
250 pixels wide x 180 pixels deep	Alive@Five	Wednesday Nite Live
300 pixels wide x 250 pixels deep	Alive@Five	Wednesday Nite Live
480 pixels wide x 100 pixels deep	Alive@Five	Wednesday Nite Live
1040 pixels wide x 381 pixels deep	Alive@Five	Wednesday Nite Live

Current Event Logos and samples of past printed items can be found in this dropbox:  
[https://www.dropbox.com/sh/r5iwa9uencchyd/AACTVwrjSqpcz9\\_PZPk6Xz6va?dl=0](https://www.dropbox.com/sh/r5iwa9uencchyd/AACTVwrjSqpcz9_PZPk6Xz6va?dl=0)

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**Please direct all questions via email,  
NO PHONE CALLS PLEASE!**

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