

**Stamford Downtown Special Services District**  
***Summer Events Marketing 2020***  
**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-F) or just the Initial Design Concept for Summer Events Pamphlet Cover and Concert Poster (Item A).

As part of your proposal please include:

- 3 – 5 creative ideas for the Summer Events Pamphlet 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

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 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 30 if you plan to submit a proposal.**  
**Bids and creative ideas are due by Friday, April 3 at 10am via email to [annette@stamford-downtown.com](mailto:annette@stamford-downtown.com).**  
**NO PHONE CALLS PLEASE. Thank you.**

## Marketing Package

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

You may bid on designing just the 9.75" x 6.75" pamphlet 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. With this option, we will use another designer for project completion.

### B. Summer Events Pamphlet

**Schedule: Design April/Prints May**

Each summer we produce a pamphlet highlighting all summer events. The pamphlet 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 9.5 x 6.75, flat size 19" x 13.5". 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
<b>C1</b>	Alive@Five/ Wednesday Nite Live	11" x 17"	30" x 40" for Mall	Concert Sked/Sponsor Logos
	Arts & Crafts on Bedford	11" x 17"		

### D. Print Advertising

**Schedule: Ads running April - August**

The print advertising will include a wide variety of newspapers 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)

Ad Size	Weekly Talent Ads Ad changes weekly	Weekly Talent Ads Ad changes weekly	Other Events
5.47" x 10.5"	Alive@Five	Wednesday Nite Live	Arts & Crafts
5.25" x 10"	Alive@Five	Wednesday Nite Live	Arts & Crafts
3.458" x 6"	Alive@Five	Wednesday Nite Live	Arts & Crafts

### E. Outdoor Signage

**Schedule: May- August**

Design outdoor banners and billboards

Event	Banner	Size
Summer Events	Bedford Street Garage poster	2 versions 25" wide x 41" deep
Alive@Five/ Wednesday Nite Live	Bedford Street Banner	444" long x 42" high
Arts & Crafts on Bedford	Bedford Street Banner	444" long x 42" high
Alive@Five/ 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)

## F. Web Banners

Web banners for several summer events (Alive@Five, Wednesday Nite Live, Arts & Crafts, Movie Night, Chess Events, Fitness Events), at various sizes, examples below, these may change.

Web Banner Size	Event 1	Event 2	Other Events
1080 x 1080 pixels Insta	Alive@Five Full Series Banner and Alive@Five Individual Artist Graphics (4)	WNL Full Series Banner and WNL Individual Artist Graphics (4)	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
1200w x 630h FB/Twitter	Alive@Five Individual Artist Graphics (4)	WNL Individual Artist Graphics (4)	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
1080w x 1920h Insta Story	Alive@Five Individual Artist Graphics (4)	Wednesday Nite Live Individual Artist Graphics (4)	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
728w x 90d GOOGLE & BLOG	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
320w x 50d GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
320w x 100d GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
250 x 250 GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
300w x 250d GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
300w x 600d GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)
200 x 200 GOOGLE	Alive@Five	Wednesday Nite Live	Movie Night, Chess, Fitness Events, Arts & Crafts (4-5)

Current Event Logos and samples of past printed items can be found in this dropbox:  
<https://www.dropbox.com/sh/yahnegclxwdu2xm/AACffu9x68AHy7e7wE9UfotFa?dl=0>

Stamford Downtown  
Annette Einhorn  
Director, Events & Marketing  
5 Landmark Square, Suite 110  
Stamford, CT 06901  
annette@stamford-downtown.com  
**Please direct all questions via email,  
NO PHONE CALLS PLEASE.**

**Please RSVP by Monday, March 30 if you plan to submit a proposal.  
Bids and creative ideas are due by Friday, April 3 at 10am via email to  
annette@stamford-downtown.com.  
NO PHONE CALLS PLEASE. Thank you.**