

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 2020-2021. The Annual report will summarize 2020/2021 (fiscal year) and explain the roles and capabilities of the Stamford Downtown Special Services District. (Stamford Downtown)

The report includes information on Policy & Planning, Public Realm & Infrastructure, Events & Activation, Real Estate & Business Development as well as list of Partners & Sponsors, Staff, Board of Commissioners, etc. and will be written by Stamford Downtown. The annual report will include all or a portion of the following: text, photos, graphs, charts and maps.

**This year's report will be focused on the following theme: "Resilience"**

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 2020/2021 Annual Report**

#### **Concept, design and structure**

- 8.5" x 11" recommended, but alternate sizes are welcome. Must fit in standard mailing envelope sizes
- 4 color (plus aqueous coating)
- Number of pages estimated at 20 pages
- Alternative layouts are welcome, keeping efficient printing costs in mind
- Text and 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
- Optimized Reduced size PDF format of final report for website use

All work must be completed by May 3, 2021 (Completion date may be earlier, MUST go to press by May 10, 2021)

Bids should include 3-5 proposed cover ideas and 1-2 examples of a proposed internal page.

**Proposals must be received by Monday, March 22, 2021 at 4pm.**

**Please email your intention to bid by Monday, March 15.**

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

Thank you.

Annette Einhorn, Director, Events & Marketing  
Stamford Downtown, 5 Landmark Square, Suite 110, Stamford, CT 06901  
annette@stamford-downtown.com

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