

Stamford Downtown Special Services District
Summer Events Marketing 2022
Graphic Design
Request for Proposal

Stamford Downtown is seeking Graphic Design services for its Summer Events Marketing materials. Total design budget is \$5,000 including any and all edits.

As part of your proposal please include:

- 3 – 5 examples of past work for similar events (entertainment themed)
- Optional: Include a sample of a proposed 1080x1080 graphic for concerts

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 any printed materials. 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.

Attached is a list of estimated elements. Please note that these specs may change as the projects progress and will be revised as necessary. Please feel free to email annette@stamford-downtown.com with any questions **(no phone calls please.)**

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 submit bids and samples of similar work by Wednesday, April 13
at 10am via email to annette@stamford-downtown.com.
NO PHONE CALLS PLEASE. Thank you.**

Marketing Package

EVENT	PRINTED BANNERS
Alive@Five Complete Line-Up	Library Banner
Alive@Five Complete Line-Up	Bedford St. Banner
EVENT	OUTDOOR DIGITAL BANNERS
Alive@Five Complete Line-Up	Outdoor Billboards - Stamford Media Center & Avon Theatre
EVENT	SOCIAL MEDIA BANNERS
Alive@Five WEEKS 1-4	800 Pixels Graphic
Alive@Five WEEKS 1-4	Full Line Up Graphics (4 sizes/2 versions each)
Weekly Talent – 1 per concert	Weekly Talent Graphics (1 per concert in 4 sizes)
EVENT	*WEB BANNERS
*Alive@Five banner Weeks 1-4	Journal News Paramount Ads - 3 sizes
*Alive@Five banner Weeks 2-4	Journal News Paramount Ads - 3 sizes
*Alive@Five banner Weeks 3-4	Journal News Paramount Ads - 3 sizes
*Alive@Five banner Week 4	Journal News Paramount Ads - 3 sizes
*Alive@Five banner Weeks 1-4	Hearst Banner _ 3 sizes
*Alive@Five banner Weeks 2-4	Hearst Banner _ 3 sizes
*Alive@Five banner Weeks 3-4	Hearst Banner _ 3 sizes
*Alive@Five banner Week 4	Hearst Banner _ 3 sizes
EVENT	PRINTED MARKETING MATERIALS
Alive@Five Complete Line-Up	11" x 17" Poster
Alive@Five Complete Line-Up	Bus Poster - CT Transit: 17"w x 11" high
EVENT	PRINT ADVERTISING
EVENT	PUBLICATION
Alive@Five WEEKS 1-4	Journal News Full Page Ad Friday Weekend
Alive@Five WEEKS 2-4	Journal News Full Page Ad Friday Weekend
Alive@Five WEEK3-4	Journal News Full Page Ad Friday Weekend
Alive@Five WEEK 4	Journal News Full Page Ad Friday Weekend
EVENT	PUBLICATION
Alive@Five WEEKS 1-4	Hearst GO Full Page
Alive@Five WEEKS 1-4	Hearst Arts & Leisure Half Page
Alive@Five WEEKS 1-4	Hearst Full Page Broadsheet Ad
Alive@Five WEEKS 2-4	Hearst GO Full Page
Alive@Five WEEKS 2-4	Hearst Arts & Leisure Half Page
Alive@Five WEEKS 3-4	Hearst GO Half Page
Alive@Five WEEKS 3-4	Hearst Arts & Leisure Half Page
Alive@Five WEEK 4	Hearst GO Half Page
Alive@Five WEEK 4	Hearst Arts & Leisure Half Page

EVENT	SIZES
Farmers Market - June 11 - October 29	
Farmers Market Banners with and without website	1080x1080, 1200x625, 1080x1920, 728x90
Fitness Classes	
Fitness Banner	1080x1080, 1200x625, 1080x1920, 728x90
Fitness Signs - 5	17"x11" signs for each class
Fitness Sign - 1	24"x36"
Arts & Crafts on Bedford - June 11 & September 10	
A&C Banners (2 versions: 1 with both dates, 1 with September only) with and without website	1080x1080, 1200x625, 1080x1920, 728x90
Avon Theatre slide (2 versions: 1 with both dates, 1 with September only)	4096w x 2732h pixels at 372 dpi
Summer Calendar:	
Summer Calendar Poster for Sandwich Board	24" x 36"
Summer Calendar for use in Newsletter	Size TBD Kate