

ArtNORMOUS
in Stamford Downtown
Art in Public Places
Summer 2024
Graphic Design & Production
Request for Proposal

Each year Stamford Downtown hosts a distinguished outdoor sculpture exhibit designed to attract both local and regional audiences. Last year's *Duck, Duck, Goose in Stamford Downtown, Art in Public Places* was an enormous success capturing the attention and enthusiasm of the tri-state community. Stamford will once again bring an outdoor sculpture exhibit to the city's public places. This summer, Stamford Downtown in partnership with numerous companies and individual benefactors will present an innovative exhibit entitled **ArtNORMOUS in Stamford Downtown, Art in Public Places**. This extraordinary collection of 6 monumental bronze sculptures from 3 regional artists will grace our Downtown from June through August, 2024.

Stamford Downtown is seeking Graphic Design services for Art in Public Places marketing package, including the exhibit logo. You are invited to bid on the entire marketing package or the logo alone.

As part of your proposal please include:

- Itemized all-inclusive pricing for each of the projects by letter.
- Any additional costs per 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. Upon completion of the project, designer will need to provide all final native graphic files on DVD or cloud sharing to Stamford Downtown, which Stamford Downtown will own all rights for future use.

Please email PDFs of 3 – 5 creative ideas for the Exhibit Logo **(A)** and at least one comp of an Exhibit Poster **(D)**.

Please use the specifications listed below to estimate the 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 with any questions (no phone calls please.)

Bids and creative ideas should be emailed to annette@stamford-downtown.com by **Monday, March 11, 2024 at 4pm. Thank you.**

Marketing Package

A. Exhibit Logos

The exhibit logos (horizontal and vertical) will be applied to all marketing and promotional materials including the Stamford Downtown Website. They will also be made available to all sponsors for use on their own publications. The logos should be designed to appear in 4-color process and black & white. Please plan to design a vertical and horizontal version. Logos will be needed in JPG, PNG and EPS formats. The logo should include the following copy:

ArtNORMOUS
in Stamford Downtown
Art in Public Places
Summer 2024

B. Library Banner

Design banner to be displayed at the Ferguson Library in Stamford. This banner should be based on Logo and Poster Design.

Library Banner	6' wide x 10' deep	PDF
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C. Print/Digital Advertising

Schedule: Ads running May - September

The print and digital advertising will include a wide variety of publications and websites. Please note that banners and ads will be placed in several different website and publications, all requiring unique sizes, specifications, file formats and media. Anticipate the production of ads in at least these sizes listed below, (these sizes may change).

Publication	Ad Size	Specifications
Digital Banners	728w x 90h pixels (3 versions) 300w x 250h pixels (2 versions) 320w x 50h pixels (2 versions) 300w x 600h pixels (2 versions) 970w x 250h pixels (2 versions) 1080 x 1080 pixels (2 versions) 1080w x 1920h pixels (2 versions) 1200w x 675h pixels (2 versions)	jpg and static or animated gif
Digital School Flyer	8.5" x 11" – 2-3 pages	PDF
Avon Slide	4096w x 2732h pixels	jpg
Hearst Publications	5.25" x 10"	PDF
Hearst Publication:GO Section	5.472"w x 5.1"h	PDF
Hearst Publication:GO Section	Full Page Ad: 9.25" x 10.5" with map (created by designer)	PDF
Journal News	4.91" width x 4.95" height	PDF

D. Exhibit Poster

Schedule: Prints in April

Poster	11"w x 17"h	PDF
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E. Commemorative Booklet/Map

Schedule: Prints in May

With each sculpture exhibit a full-color commemorative booklet is produced. It will be approximately 24-28 pages. The piece will include letters, map, photographs, graphics, and text. All photographs

and text will be supplied by Stamford Downtown. Map to be created by designer. Size to be determined, in the past it has been 10" wide x 9" high self-cover, saddle stitched booklet. Map to be created by designer. Sculpture photos will need to be photoshopped and silhouetted for inclusion in booklet.

ITEM F is not confirmed, please quote separately on this item.

F. Opening Party Invitation Package

Schedule: Prints in May

The package includes:

- Digital Invitation: 1650w x 2550h pixels
- Digital Graphic for Ticketing Website 1920w x 1080h pixels (16/9 aspect ratio)

Please email annette@stamford-downtown.com for examples of previous Marketing materials.

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

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

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IMAGES OF 2024 BRONZE SCULPTURES

Joy Brown - Kneeler



Joy Brown - Two Together



Martha Pettigrew – Gossip



Jim Rennert – Inner Dialogue



Jim Rennert – Timing



Jim Rennert – The Tightrope



EXAMPLES OF PAST SCULPTURE EXHIBIT LOGOS

