

“Oink! in Stamford Downtown”
Art in Public Places • Summer 2025
Graphic Design & Production
Request for Proposal

Each year Stamford Downtown hosts a distinguished outdoor sculpture exhibit throughout the Downtown designed to attract both local and regional audiences. This summer, Stamford Downtown in partnership with numerous companies and individual benefactors will present an innovative interactive sculpture exhibit consisting of Pigs. Regional artists, through a juried selection process, will paint, sculpt and decorate fiberglass Pigs, that will be displayed throughout Stamford Downtown during Summer.

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 pricing for each of the projects by letter.

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. Designer should plan to be on-site during photoshoot of the Pigs to get best angles/shots for design of marketing materials. Upon completion of the project, designer will need to provide all final native graphic files on flash drive 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 **(B)**.

Please use the specifications listed in this RFP to estimate design of 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 Tuesday, January 21, 2025 at 10am. Please RSVP with your intention to bid by Monday, January 13. 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 and black & white. Please plan to design vertical and horizontal versions. Logos will be needed in JPG and AI formats. The logo should include the following copy:

Oink!
in Stamford Downtown
Art in Public Places
Summer 2025

B. Exhibit Poster

Schedule: Prints in April

The Exhibit poster will print 4/0 on 11 x 17.

C. Print/Digital Advertising/Library Banner **Schedule: Ads running May - September**

The print and digital advertising will include a wide variety of publications. Please note that the ads of each size will be placed in 2-3 different 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). Estimated 6-8 ads including a full-page detailed ad with map. These items should be based on Logo and Poster Design:

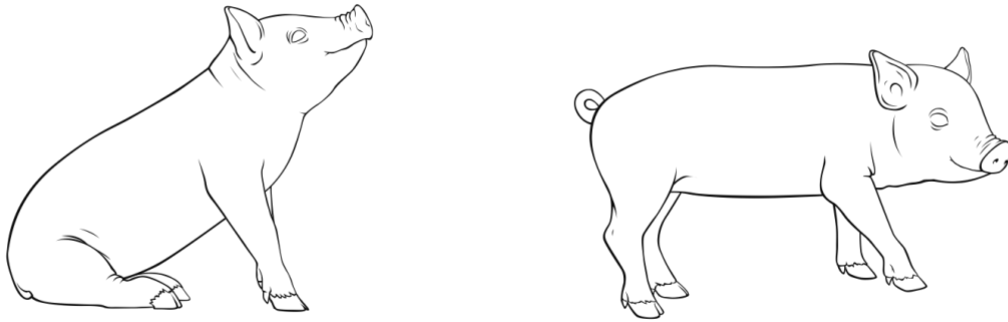
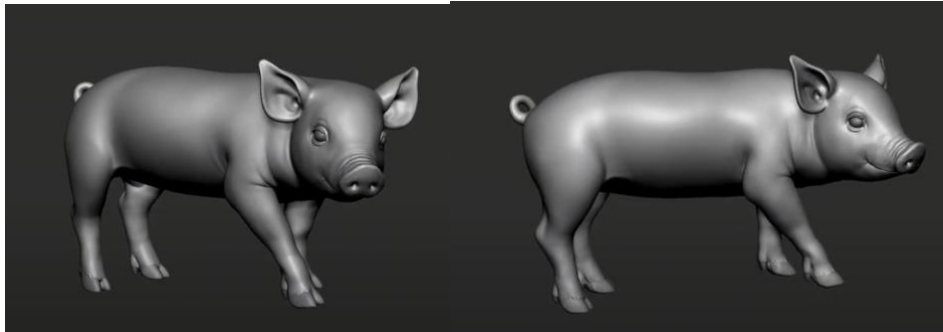
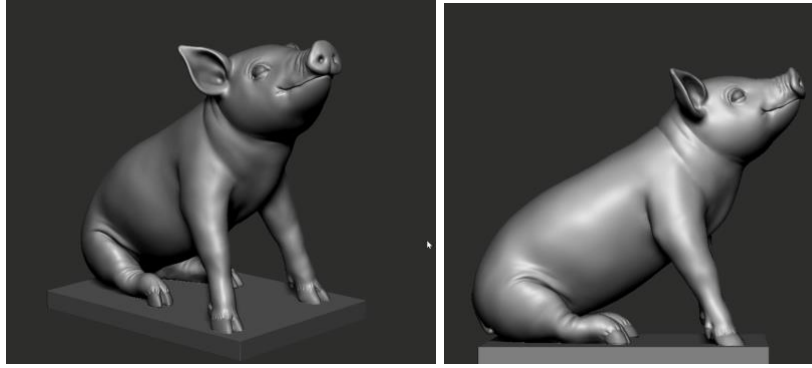
Item	Ad Size	Specifications
Various Digital Banners	1080 x 1080, 1080wide x 1920high, 1200wide x 675high, 728 wide x 90 high, 300x250, 300x600, 970x250, 4096 x 2732 pixels	JPG (static & animated mp4) and AI
Opening Party Graphic	1080x1080 pixels	JPG and AI
Print Ad 1	9.25" wide x 10.5" high Includes map and photos of pigs	PDF and AI
Print Ad 2	Full Page 5.5" wide x 8.5" high	PDF and AI
Print Ad 3	Half Page 5.5" wide x 4.25" high	PDF and AI
Library Banner	6' wide x 10' deep	PDF and AI
Sponsorship Deck Cover Page	11" high x 8.5" high (Portrait)	PNG, PDF and AI
School Flyer	8.5" x 11" 3 pages with Map	PDF and AI

D. 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. 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. Pig photos will need to be photoshopped and silhouetted for inclusion in booklet.

RENDERINGS OF 2 VERSIONS (Sitting & Standing) OF PIGS TO BE DECORATED BY ARTISTS



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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EXAMPLES OF PAST INTERACTIVE SCULPTURES



2000-Cow Parade



2001 Art-o-Mobiles



2003-Stamford Safari



It's Reigning Cats & Dogs 2010



Horsin' Around Stamford Downtown 2012



2014 Street Seats



2015 Dinosaurs Rule!



2017 Art Shapes



2019 Space Invasion



2023 Duck, Duck, Goose!

EXAMPLES OF PAST SCULPTURE EXHIBIT LOGOS

