



## Design Challenge for 2025 Stamford Downtown Annual Report & Annual Meeting Invitation Package

The following are the specifications for the design and structure of the Stamford Downtown Annual Report 2024-2025. The Annual report will summarize 2024/2025 (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.

The theme for this year's report is: "**Stamford Downtown, Where We Connect**" (specifically fostering human connections)

The same creative design will be used for an invitation package to the Stamford Downtown Special Services District Annual Meeting & Cocktail Party to be held in mid-June.

Here is the design challenge for those who choose to accept it: due to budgetary constraints, Stamford Downtown has a TOTAL design budget of \$3500 for the report and invitation/program elements package.

### Specs for the Stamford Downtown 2024/2025 Annual Report

#### Concept, design and structure

- 8.5" wide x 11 high" (must be portrait)
- 4-color (plus aqueous coating)
- Number of pages estimated at 20 pages
- 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 \$3,500, including any and all edits.
- Preparation of artwork and digital files for printing
- Optimized Reduced size PDF format of final report for website use

### Specs for Annual Meeting Invitation/Program Elements (Stamford Downtown Special Services District Annual Meeting & Cocktail Party in mid-June, 2025)

- Same theme/graphic design look as report
- Digital Invitation: 5.5" wide x 8.5" high (1650w x 2550h pixels)
- Digital Graphic for Ticketing Website 1920pixels wide x 1080pixels high (16/9 aspect ratio)
- Program Ad Sales Graphic approx. 5.5" wide x 8.5" high
- Program Cover 5.5" wide x 8.5" high plus bleed
- Resizing of 3-4 pages from completed Annual Report to use in Program 5.5" wide x 8.5" high plus bleed

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

All work must be completed by May 1, 2025 (Completion date may be earlier, MUST go to press no later than May 12, 2025)

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

**Proposals must be received by Tuesday, February 25, 2025 at 9am.**  
**Please email your intention to bid by Tuesday, February 18, 2025.**

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