

## **Design Challenge for 2026 Stamford Downtown Annual Report & Annual Meeting Invitation Package**

The following are the specifications for the design and structure of the Stamford Downtown Annual Report 2025-2026. The Annual report will summarize 2025/2026 (fiscal year) and explain the roles and capabilities of the Stamford Downtown Special Services District. (Stamford Downtown)

The report will include 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, Designed for Connection"**

(The design should be based on the theory of "Complete Streets." *Complete Streets* is a planning and design approach that ensures streets are safe, accessible, and welcoming for everyone — whether walking, biking, driving or using public transit. It prioritizes safety, connectivity, and equity by designing roadways that serve people of all ages and abilities, not just vehicles. As an annual report theme, Complete Streets represents our commitment to building a Downtown that is vibrant, inclusive, and thoughtfully designed to connect people to places, businesses, and each other.

The same creative design should 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 2025/2026 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 16 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 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 2026)**

- 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 bottom of page: <https://stamford-downtown.com/about-us/>

All work must be completed by May 1, 2026 (Completion date may be earlier, MUST go to press no later than May 11, 2026)

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

**Please email your intention to bid by Tuesday, March 10, 2026.**

**Proposals must be received by close of business on Tuesday, March 24, 2026**

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[annette@stamford-downtown.com](mailto:annette@stamford-downtown.com) **Please direct all questions via email, no phone calls please!**