



REQUEST FOR PROPOSAL: GRAPHIC DESIGN SERVICES
Seattle Parks and Recreation Event: Big Day of Play

OVERVIEW

About Seattle Parks and Recreation (SPR)

Seattle Parks and Recreation provides welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land. We promote healthy people, a healthy environment, and strong communities.

Seattle Parks and Recreation is committed to the goals of the Race and Social Justice Initiative (RSJI) of ending institutionalized racism, structural racism, and inequities in City government, by creating opportunities and access for underrepresented and underserved communities to city programs and services, and also by building healthy and inclusive communities that are enriched by their diverse cultures.

About Associated Recreation Council (ARC)

Big Day of Play is made possible through a partnership with Associated Recreation Council (ARC), an independent non-profit organization. Together they serve Seattle by offering a variety of recreational and lifelong learning programs, classes, and activities.

ARC is committed to remaining sensitive and responsive to the communities we serve. This is reflected in the way we develop our programs, hire, and train our staff. The ARC Equity Team, a diverse group of dedicated employees, works to foster organization-wide awareness for race and social justice values through effective communication, idea sharing, consensus building and collective action.

About Big Day of Play

Seattle Parks and Recreations' annual Big Day of Play is a celebration of our City's diversity that provides opportunities for neighbors, communities and families to engage in fun and culturally relevant ways to play, build relationships and be active together. The day to play your way!

Big Day of Play offers exciting obstacle course inflatables, cultural dance presentations, dance workshops, water activities and sports and game exhibitions for all ages! Participate in fun activities, while discovering the athlete in you! Enjoy the sounds, smells and foods from a range of communities.

Purpose of the event:

Engage communities of Seattle in culturally responsive physical activity events that foster community relations and healthy lifestyle opportunities.

Goals of the event:

1. Improved Health for Community:
 - a. Fitness, Nutrition, and Health Education to decrease health disparities
2. Grow relationships and increase participation with underserved communities
 - a. Participants reflect 80% of Seattle's demographic population
3. Provide access, opportunities, and resources for Seattle Communities with an emphasis on underserved communities

Details of the event:

Date: August 19, 2017

Time: 11 a.m.-5 p.m.

Location: Rainier Community Center
4600 38th Ave S, Seattle WA 98118

DESCRIPTION OF WORK

Summary

We are looking for a talented graphic designer who will create a brand image, memorable logo, and relevant promotional materials for Big Day of Play. All materials should communicate the event’s purpose and goals that will reach and engage our diverse audience.

Deliverables

- 1. Event Logo – ideally we’d like to keep the event branding and logo for 3-5 years
- 2. Poster (11x17)
- 3. Print advertisements for our brochures and external publications in various sizes
- 4. Flyer (4x6 postcard most likely)
- 5. Banners (3x10) – pre-event and day of event banners
- 6. Web advertisements in various sizes
- 7. Event program (booklets or sandwich boards)
- 8. Signage in various sizes

*Note: This list may be subject to change to reflect the needs of the event.

Timeline*

Deliverable	Timeline (Ready for print by)
Event logo	3/6/17
Print advertisement for brochures	4/3/17
Poster	5/1/17
Flyer	5/1/17
Pre-event banners	5/15/17
Print advertisement for external publication	7/3/17
Web advertisements	7/14/17
Day of banners	7/31/17
Event program	7/31/17
Signage	7/31/17

*This is an estimated timeline and may be subject to change

General Requirements

Designer must be proficient with the Adobe Creative Suite including, InDesign, Illustrator and Photoshop. File formats that may be required on final layouts include PDF, JPEG and PNG. Designer must know how to prepare files for print including designing and saving files with bleeds and adding cut marks. Layouts may be used in several different ways including in print, on the web and in publications, so some resizing and converting of files from one format to another will be required.

SUBMISSION INFORMATION

Official Communications and Inquiries

All communication and inquiries regarding this RFP can be sent to Regina Lum (regina.lum@seattle.gov) or you can call her at 206-233-7005.

If interested in replying to this RFP, please contact Regina to receive brand documentation and a sample of our current materials to review.

Contract Award and Negotiation

All proposals will be evaluated on presentation of all qualifications. Cost is only one consideration of the requirements and is not the deciding element. Minority and Women Owned Business Enterprises (MWBE) are preferred. Youth participation is strongly encouraged!

In the event that there is only one bidder on the project, SPR reserves the right to negotiate for the services with the bidder submitting the proposal in lieu of accepting the proposal as is.

We will notify the selected bidder by February 17, 2017.

Contract and payment will be awarded by Associated Recreation Council.

Response Format

The deadline to submit materials is Friday, February 3, 2017. Please email or mail your proposal to:

Big Day of Play RFP

Attn: Regina Lum

Email: regina.lum@seattle.gov

Address: Associated Recreation Council

8061 Densmore Ave N, Seattle WA 98103

Phone number: 206-233-7005

The following items are to be included in your proposal:

1. Cover Letter

- Letter should introduce you and/or your company, provide a summary of your qualifications and why you are interested in submitting this proposal.

2. Company Information and/or Resume

- Provide the Company name address, phone number, main project contact, and website (if available).
- Year company was established and or year began providing graphic design services
- A comprehensive list of services that you provide
- Describe previous graphic design experience

3. Samples of your previous work

4. References

- Provide the names and contact information for three client references. We reserve the right to contact the references provided as well as other references without prior notification to you. It is preferred, but not required that bidders have experience providing services to non-profit organizations.

5. Approach to scope of work & Draft Ideas for this project

- Briefly describe any project approaches or ideas that you feel will separate you from other bidders
- Submit some draft ideas for this project, especially for the event logo

6. Value/Cost and Timelines

- Provide itemized cost for each of the deliverable, including how long each deliverable will take e.g. Poster: Will take 2 hours at \$75 per hour
- If you have a contact with printers (local or online), please include their cost as well for each deliverable, which may include printer coordination, supervision and print job approval