



SPRINGFIELD AVENUE PARTNERSHIP
REQUEST FOR PROPOSALS
Graphic Design

Summary

Springfield Avenue Partnership is issuing this RFP for Graphic Design work
RFP responses are due by March 15, 2024 by end of day

Background

Springfield Avenue Partnership (SAP) is the district management corporation of the Springfield Avenue Special Improvement District known as Springfield Avenue Maplewood (SAM).

Springfield Avenue is a business district with a variety of shops, eating establishments, and services that reflect and attract the diversity of people in Maplewood and the surrounding communities.
More information about the organization: www.springfieldavenue.com

Scope of Services

The partnership is seeking the services of a graphic designer(s) for several deliverables relating to SAM.

- 1. Directory map:** Create a visually compelling yet easy to understand business directory map using elements of SAM branding. The map needs to be legible both in print and online. (Deliverable: digital graphic files able to be edited in Canva)
- 2. Constant Contact template:** Create 2 versions of a SAM newsletter template. Template should be easily editable within Constant Contact. (Deliverable: two Constant Contact newsletter templates)
- 3. Social media templates:** Create a series of social media templates for use on Instagram and Facebook using elements of SAM branding for the following categories:
 - general events
 - ribbon cuttings
 - shopping guides

- general announcements
- business highlights
- food-based business highlights

(Deliverable: digital graphic files able to be edited in Canva)

4. Banner Design: Create 2 banner designs that promote the business district and are evergreen (not seasonal) using SAM branding (Deliverable: digital graphic files able to be edited in Canva and in a format for hi-resolution printing)

5. Brand ad: Design an evergreen ad for print and online that promotes the business district as a whole

(Deliverable: digital graphic files able to be edited in Canva)

6. Hourly / future support

Firm will report to the Executive Director of SAP and present to the Marketing Committee. At minimum, there will be three meetings with ED and/or committee: 1) onboarding, 2) initial concept presentation, and 3) final design presentation.

Proposal Requirements

- About/Bio
- Samples of previous work
- Proposed scope of work
- Proposed pricing per deliverable. Flat fee per deliverable for Numbers 1 to 5. Hourly rate for deliverable Number 6.
- Timeline

Questions and Submissions

Questions/clarifications may be emailed by March 10 at marketing@springfieldavenue.com with the subject line "**Graphic Design RFP Questions.**" Questions sent after March 10 may not be answered.

Proposal submissions are due March 15; proposals should be emailed as a PDF to marketing@springfieldavenue.com with the subject line "**Graphic Design RFP.**"

No calls, please.

Timeline

Responses are due on March 15, 2024, by end of day. Zoom interviews will be held on March 21 and 22.

We aim to award the contract the week of April 1.