



REQUEST FOR QUOTE & PROPOSAL: DEVELOPING BRAND CONTENT & COMMUNITY OUTREACH MATERIALS

The Newark Downtown District (NDD) is issuing a Request for Proposal for an experienced marketing and design firm. The scope of work shall include the design of promotional materials for Newark Downtown District's *Downtown Newark Living Tour*. Promotional material will primarily include the design of the event's program brochure (approximately 8.5" x 11") with possible peripheral items such as flyers, coupon booklets, and print and digital advertisements.

ORGANIZATION INTRODUCTION:

The NDD, Newark's special improvement district of the central business area, is a privately funded 501 (c) (3) non-profit organization, dedicated to revitalizing downtown Newark by improving the economic viability of the central business district. The NDD will be hosting its second *Downtown Newark Living Tour* this year on **Saturday, May 18, 2019 | 10:00 am - 4:00 pm**. This is an opportunity for local professionals, empty nesters, ambitious students, and artistic millennials to experience firsthand the most exciting, unique, and diverse residential developments in downtown Newark.

In 2017, over 700 attendees participated in this self-guided walking tour to get a feel and taste of what it's like to live in Downtown Newark. The all-access pass granted attendees exclusive deals, discounts, and tours at Newark's hottest luxury apartments and lofts, museums, galleries, entertainment venues, restaurants, bars, and local retailers.

ABOUT THE PROJECT:

The NDD is seeking a marketing and design firm to develop the content, branding materials, and advertisements for its upcoming *Downtown Newark Living Tour*. For more detailed information, please see the Scope of Work section below.

SCOPE OF WORK:

This RFP has three (3) parts. Some of the firm's responsibilities as listed below may run concurrently. Other projects and tasks not listed below, but related to the categories, may be required of the firm.

Part A: Conceptualize/Discovery

- Schedule kickoff discussion with NDD team to understand the messages, focus area, and other details that might be relevant for the development of the content and design concept
- Develop overall concept for promotional materials - program brochure, flyer, coupon booklet, and print and digital advertisements - that reflects the mission of NDD's *Downtown Newark Living Tour*
- Develop individual design and layout for promotional materials - program brochure, flyer, coupon booklet, and print and digital advertisements
- Present specified timeline for project goals

Part B: Content Development

- Firm/Agency will produce three distinct concept options for each promotional item listed based on client-provided messaging and graphic content (pictures and/or past design work)
- Concept options should include thematic direction, copy layout and type styles, general color palette, and image treatment
- Copy writing should include key organization and/or program (Downtown Newark Living Tour) messages, high points, and engagement messages

Part C: Content Refinement

- Refinement will include up to three rounds of client-requested revisions to the chosen concept of each promotional item - program brochure, flyer, coupon booklet, and print and digital advertisements

Part D: Production

- Convert concept to design, layout and production of all promotional materials including program brochure, flyer, coupon booklet, and print and digital advertisements
- Firm/Agency will prepare the final documents for proof review by NDD
- Following the approval of the finalized documents of each promotional item, vendor will send the appropriate files to print
- Firm/Agency will deliver native design files to NDD upon printing

PROJECT TIMELINE:

The project timeline listed below is an estimate only. (The NDD reserves the right to revise any project dates as needed.)

- RFP Release: **Friday, February 15, 2019**
- Information Session (Q&A): **Thursday, February 28, 2019** - *Additional Q&A session available upon request*
- Proposals Due: **Tuesday, March 19, 2019**
- Interviews with Final Candidates: **TBD**
- Selection of Winner: **Thursday, March 21, 2019**

OWNERSHIP OF WORK:

Upon completion of project and payment, all work shall be under full ownership of the Newark Downtown District Management Corporation.

TERM OF CONTRACT AND PAYMENT FOR SERVICES:

This is a one-time contract that would provide development of content, branding materials, and advertisements for NDD's *Downtown Newark Living Tour*. The Contractor shall be paid for services rendered in terms agreed upon between the Newark Downtown District and the Contractor.

SELECTION CRITERIA:

When completing the proposal, Contractors should address specifics, including:

- Overall capacity to meet goals
- Ability to deliver creative and innovative ideas and solutions
- Understanding of the Downtown Newark community
- Metrics used for client satisfaction
- Cost related to each line item/part

The NDD will select the Contractor based on the contents of the proposal and the following criteria:

- Proposed project and approach
- Qualifications and technical ability of the firm
- Similar experience with past projects
- Ability to comply with the proposed schedule
- Cost

During the evaluation process, the NDD may request additional information or clarifications from the proposers. The NDD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the proposal was selected.

RESPONSE FORMAT:

All submittals shall include the following information:

1. Introduction Letter with **SEPARATE** Price Estimate for Parts A, B, C, and D
 - a. Please include a cover letter summarizing your firm's background, resources, and relevant experience. This letter should also include a cost estimate for the project, **SEPARATELY** listing the costs for Part A, Part B, Part C, and Part D (three pages max)
2. Examples of Three Relevant Past Projects: Please include a summary describing three relevant past projects. These examples should include a brief summary of each project and your firm's specific involvement in it, as well as any supporting creative or writing collateral.

3. List of References and Past Projects/Clients: Please provide a list of references and past projects/clients.

DEADLINE AND DELIVERY:

The digital proposal shall be sent to **Tokz Gabriel** at **tokz@downtownnewark.com** no later than **5:00 pm EST, Tuesday, March 19, 2019**. Submittals received after the deadline will not be accepted.

Any questions about this RFP shall be directed to **Tokz Gabriel, Marketing Associate, Newark Downtown District** at **tokz@downtownnewark.com**.