

# RFP for Designing Printed and Electronic Collateral for the 2018 Denver Scholarship Foundation Gala



Denver Scholarship Foundation | a 501(c)(3) Public Charity  
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## TABLE OF CONTENTS

<b>SECTION 1: INSTRUCTIONS TO DESIGNERS</b>		<b>3</b>
1) Introduction	3	
2) Gala collateral	3	
3) Proposal	3	
<b>SECTION 2: SCOPE OF WORK</b>		<b>4</b>
1) Design Concept and Strategy	4	
2) Other Requirements	5	
<b>SECTION 3: DELIVERABLES</b>		<b>5</b>
1) Deliverables and Deadlines	5	
2) Project Management	6	
<b>SECTION 4: PROPOSAL REQUIREMENTS</b>		<b>6</b>
1) Technical Proposal	6	
2) Financial Proposal	6	
3) Sample Save the Date	7	
4) Submission of Proposals	7	
5) Opening of Proposals and Selection Process	7	
<b>APPENDIX A</b>		<b>9</b>
<b>APPENDIX B</b>		<b>9</b>

## SECTION 1: INSTRUCTIONS TO DESIGNERS

### 1) Introduction

- a. Denver Scholarship Foundation (DSF) partners with Denver Public Schools' (DPS) students on their journeys to and through college graduation building the future of our community. DSF engages the entire community to provide a unique three-part program that is nationally recognized for its effectiveness.
- b. **College Access:** Advising and other college access services in Future Centers located in DPS high schools
- c. **Scholarships:** Need-based, renewable scholarships for up to four years to qualifying DPS graduates
- d. **College Success:** Extra financial aid and ongoing support for Scholars throughout their college career
- e. **Denver Public Schools** strives to be a nation-wide leader in student achievement, high school graduation, college preparation, and college matriculation. DPS is the fastest growing urban school district in the country, and the largest school district in Colorado, serving more than 90,000 children in over 200 unique schools across the city.

### 2) Gala Collateral

- a. DSF's Annual Gala is the organization's primary fundraiser, raising over \$1 million each year. It serves as our largest gathering of donors, Scholars, Alumni, and other community supporters to celebrate the work of DSF.
- b. The project consists of three phases of brand-consistent materials. Materials are outlined in detail in Section 2, Number 1, Letter B.
- c. **Designers may be considered for concurrently running, and/or future design projects as DSF is looking to secure a regular graphic designer for ongoing work. Experience working in Canva is highly preferred.**

### 3) Proposal

- a. DSF proposes to appoint an Agency or Freelance Designer to develop their 2018 Gala collateral.
  - The Designer would be responsible for the design and development of all materials noted in Section 2, Number 4, Letter B.
  - In the event that the designer isn't able to, or doesn't have the skills necessary to develop the Email Template within Blackbaud Net Community (BBNC) using HTML, they should work collaboratively with a preselected vendor identified by DSF.
- b. Interested Designers are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:
  - A Technical Proposal
  - A Financial Proposal
  - A Draft Spread of the Annual Gala 2018 Save the Date
- c. It may be noted that:
  - The costs of preparing the proposal are not reimbursable, and DSF is not bound to accept any of the proposals submitted.
  - This is an open and competitive process.

- Proposals received after **12:00PM MST, May 7, 2018**, will not be considered.
- The price quote should be inclusive. If the price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by the Designer requires the hiring of sub-contractors they must be identified, and the work they will perform must be defined in the proposal.
  - Provide the name, address, and EIN of the sub-contractor. DSF will not refuse a proposal based upon the use of sub-contractors; however they retain the right to refuse any sub-contractor the Designer has selected.
- d. Designers are required to provide professional, objective and impartial service and at all times hold DSF's interests paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.
- e. Designers have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DSF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Designer may lead to disqualification of the Designer or termination of the contract.
- f. Designers must observe the highest standards of ethics during the selection and execution of the contract. DSF may reject a proposal at any stage if it is found that the Designer recommended for award has indulged in corrupt or fraudulent activities.

## SECTION 2: SCOPE OF WORK

### 1) Design Concept and Strategy

- a. **The tentative artistic theme of DSF's 2018 Gala collateral will be "Pathways to Success."** The Designer should refer to Appendix A for further explanation of the theme. Using the theme as a jumping off point, the chosen Designer will create and present a concept from scratch that is visually appealing and includes thematic elements as outlined by DSF. Without explicitly referencing the phrase "Pathways to Success" in the materials, this concept should clearly articulate the creativity and vision of the Designer and be carried through all project materials.
- b. Description of pieces:
  - The **Save the Date** will consist of an email-friendly digital image, delivered in both PNG and PDF format, with specs determined by the Designer in alignment with the Designer's concept vision. It should indicate event date and title, and it should include the Gala and DSF logos. The Designer should refer to Appendix B for the Save the Date copy.
  - The **Email Template** will consist of an Annual Gala 2018 header, footer, frame, and body coded in HTML in BBNC.
  - The **Webslider** will be an 800x800px PNG, to be featured on DSF's website, advertising the Gala. It should indicate event date and title; call to action; and it should include the Gala and DSF logos.
  - The **Letterhead** will consist of a PNG image to be inserted in a Word document as a header and footer, 4cp, branded consistently with other Gala collateral, and should include the Gala and DSF logos, DSF address, phone number, and website.
  - The **Invitation** will be a printed card, 4cp, according to specs determined in conjunction with DSF's chosen printer. This should also include the mailing vehicle. It should indicate

event date, time, location, and other details determined closer to the event date.

- The **two Ads** will consist of digital (728x28px; 300x250px; 320x50px; or 300x600px) or print (4.89x11in or 7x10in) as determined by specs provided by DSF's media partners closer to the event date.
  - The **PowerPoint Template** will consist of one PNG image, 1280x720px, including the DSF and Gala logos, but leaving enough space for PowerPoint content to be displayed without interference of the design.
  - The **Event Signage** will consist of various signage to be defined closer to the event date, which could possibly include standing banners, centerpieces and foamcore boards.
  - The **Program Book** will be a printed book with content provided to Designer closer to event date.
- c. DSF has provided samples of previous Gala collateral (see Appendix C), however, they expect the new design concept to be unique and fresh while remaining consistent with DSF branding and incorporating the Annual Gala 2018 logo.
- d. Materials will include graphic elements such as illustrations and photos as well as text narrative provided by DSF.
- 2) Other Requirements
- a. Development of materials will incorporate any changes requested by DSF.
  - b. Designer must work in conjunction with DSF's chosen printer, making sure designs fit into approved quoted vehicle.
  - c. Designer must provide print-ready files to DSF's printer and completed PDFs or PNGs, as applicable, to DSF.
  - d. Designer must work in DSF's project management system, Basecamp, to exchange rounds of revisions/comps and track progress.
  - e. Designer must supply native files including fonts and graphics to DSF at the completion of the project.

### SECTION 3: DELIVERABLES

- 1) Deliverables and Deadlines
- a. Theme and Concept for All Materials
    - The chosen Designer will present their proposed concept and design as illustrated by the sample Save the Date to DSF the **week of May 7, 2018**.
      - DSF will provide feedback on all proposed designs in person or via conference call.
  - b. Phase One: digital Save the Date, Webslider, Letterhead, and Email Template.
    - **By 12:00PM MST, June 1, 2018**, Designer should be able to provide PNGs of the completed Webslider and Letterhead to DSF, as well as a PNG and PDF of the Save the Date; designer and/or web developer (as partnered with Designer) should be able to complete the built out Email Template within the BBNC platform.
  - c. Phase Two: Invitation, PowerPoint Template, Event Signage, and two Ads.
    - **By 12:00PM MST, July 31, 2018**, Designer will provide: print-ready files of the Invitation, first round Event Signage, and print-ready files of Ads and completed PowerPoint Template PNG files to DSF.

- d. Phase Three: Remaining Event Signage, Standing Banner, and Program Book.
  - **By 12:00PM MST, October 1, 2018,** Designer will provide: print-ready files of remaining Event Signage as well as Program Book to DSF's printer.

## 2) Project Management

- a. Designer will check in regularly with DSF's project manager, Caroline Glynn, as needed to report progress and ask any questions.
  - Caroline Glynn will make herself available to the Designer and/or Developer via email and phone through the completion of the project and will respond to any questions or inquiries within one business day.
- b. Designer can provide more than one design concept in the proposal.
- c. Designer will be available after drop of print-ready files to the chosen printer and after the delivery of the Email Template within BBNC as needed by DSF until any and all issues are resolved.
- d. All content, coding and graphics will become the sole property of DSF.

## SECTION 4: PROPOSAL REQUIREMENTS

### 1) Technical Proposal

- a. Designers are expected to provide the Technical Proposal as specified below. Material deficiencies in providing the information requested for may result in rejection of a proposal.
- b. The Technical Proposal shall contain the following documents:
  - Profile and Track Record of the Designer or Agency including at least two references to current or very recent clients.
    - Ideally, but not required, references will be nonprofit or education-related.
  - Link to portfolio of work, making sure to include any and all examples of:
    - Gala collateral or similar materials designed for other organizations.
    - Examples of a similar email template as requested in this proposal.
  - Details of availability and hours they can commit daily to the project through its completion.
  - If applicable, detail of the team proposed to be deployed to work with DSF, qualifications and experience of the team members must be provided.
  - A letter of indication, on letterhead of the Designer and signed by an authorized signatory, stating that the Designer will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Designer in the financial proposal. The above undertaking submitted by the agencies would be binding on the Designer.

### 2) Financial Proposal

- a. In preparing the Financial Proposal, Designers are expected to take into account the requirements and conditions outlined below. The Financial Proposal should include:
  - Detailed breakdown of costs for each of the items of work listed in the Scope of Work.
  - Any additional fees outside of the Scope of Work including rounds of revisions.
  - Copy of the Designers' and/or Developers' W-9.
- b. DSF is 501(c)(3) organization and thus exempt from paying any federal, state or City of Denver taxes.

- c. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point in time will DSF entertain any deviation from the quoted rate.
  - d. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- 3) Sample: Annual Gala 2018 Save the Date
- a. Designers must submit a draft creative sample of the Annual Gala 2018 Save the Date using copy and linked photos in Appendix B below.
  - b. Draft should be a comp rough design to illustrate Designers' creativity and initial vision of making text into a visually appealing and dynamic spread.
- 4) Submission of Proposals
- a. All elements of the proposal, including the Technical Proposal and the Financial Proposal and the draft page spread should be compiled into one PDF document and emailed to:  
 Caroline Glynn  
 Communications Manager, Denver Scholarship Foundation  
[cglynn@denverscholarship.org](mailto:cglynn@denverscholarship.org)
  - b. The Proposal should be submitted before **12:00PM MST, May 7, 2018**.
  - c. Any proposal received after that deadline will be automatically rejected, as well as any proposal not emailed as instructed above.
- 5) Opening of Proposals and Selection Process
- a. Proposals will be examined by DSF to ascertain fulfillment of eligibility criteria and submission of required documents.
    - While not a requirement for eligibility, we hope that the Designer would have a passion or interest in our work and that would be reflected in their work.
  - b. **Designers that fulfill the eligibility criteria and have submitted all required documents may be invited to make presentations on their Proposal and meet DSF staff between May 10 – May 11, 2018 - the specific date/time to be chosen and conveyed by DSF.**
    - The presentation would be made by all Designers and/or Developers.
  - c. All Designers who submit a proposal will be contacted by **5:00 PM MST on May 8, 2018** by DSF in regards as to whether their proposal has been accepted or not.
  - d. **As stated above, DSF is looking to secure a regular Designer. Designers should keep in mind when submitting a proposal that DSF may have other projects running concurrently and throughout the year for the chosen Designer.**

This RFP is not an agreement and is neither an offer nor invitation by DSF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by DSF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for DSF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and

information contained in this RFP and obtain independent advice from appropriate sources.

DSF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that DSF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and DSF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to DSF under this Tender/RFP/RFQ by the Applicant shall become the property of DSF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to DSF. The Applicant further agrees and undertakes that DSF may use the aforementioned information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in DSF using the same.



## APPENDIX A:

The guiding theme for DSF’s Annual Gala 2018 is “Pathways to Success.” This theme should carry across all Gala materials, tying them together visually. This concept refers to DSF’s mission to prepare all DPS students for college—whether that means a certificate, associate, or bachelor’s program.

The Denver Scholarship Foundation has launched a comprehensive Career and Technical Education (CTE) strategy to engage Denver Public School (DPS) high school students interested in exploring skilled trade certifications and career paths. A growing number of students seek postsecondary options other than a four-year college degree, but it is hard to find out about alternatives. By enhancing our college advising to include multiple career paths, we can indeed help students to find and access their best fit.

DSF would like the theme of “Pathways to Success” to celebrate our commitment to showing Scholars all the different ways they can succeed in their journeys to and through college, while highlighting our donors who make the success of our Scholars possible.

## APPENDIX B:

### *Copy for Sample Spread – Gala 2018 Save the Date*

(Annual Gala logo)<sup>1</sup>

(DSF logo)<sup>1</sup>

Annual Gala 2018: Featuring Former U.S. Senator Hank Brown

Presented by

Patty & Mike Starzer (name lockup)

Thursday, October 11, 2018

Hyatt Regency Denver at the Colorado Convention Center

650 15th St. Denver, CO 80202

5:30pm – Reception

6:30pm – Dinner & Program

Together, we are supporting DPS students on their journeys to and through college. DSF is opening doors of opportunity for our Scholars by showing them the many pathways to success. Whether they choose a certificate program, two- or four-year college, our Scholars have their sights set high. This fall, we will welcome our largest class of Scholars since our founding in 2006. With you by our side, we are making College Possible for Denver’s students. Join us for our Annual Gala 2018 to show our Scholars that the community is inspired by their dreams to discover the possibilities.

denverscholarship.org

1) Past Gala sponsorship brochure, DSF logos, and Annual Gala logos available at [https://drive.google.com/file/d/1tWQu\\_pQQAeHCwAhN0QXn\\_1VGXdezW2Q/view?usp=sharing](https://drive.google.com/file/d/1tWQu_pQQAeHCwAhN0QXn_1VGXdezW2Q/view?usp=sharing)

2) Photos Available to Use: <https://www.flickr.com/photos/147206784@N08>