

Request for Proposal

The Cincinnati USA Regional Chamber's mission is to grow the vibrancy and economic prosperity of the Cincinnati region. The Cincinnati Chamber team is working on behalf of member businesses to ignite business resiliency and inclusive growth, to invest in the people who call this region home, to lead regional connectivity through collaboration, and to champion the region's unique advantages. The Cincinnati Chamber is powered by inclusion, regional thinking, data, policy, and relationships. Our vision is that the region embodies the Future City, where business growth delivers the economic platform that accelerates opportunity for everyone who calls this region home. For more information, visit cincinnati-chamber.com.

PROJECT DESCRIPTION:

Cincinnati's Asian Food Fest is an annual celebration that highlights the diverse and rich Asian culinary and cultural heritage in our community. As part of our commitment to authentic representation and promotion of Asian arts and culture, we are seeking proposals from qualified Asian artists or Asian-led design firms to create unique and captivating designs for the upcoming fest in April 27-28, 2024.

SCOPE OF WORK:

The selected artist or design firm will be responsible for creating the following:

1. **Master Graphic (1920x1080):** This will serve as the main visual representation of the event and will be used in various formats and media.
2. **Social Graphic (1080x1080):** Tailored for social media promotion to generate buzz and attract attendees.
3. **Poster Design:** To be displayed throughout Cincinnati and surrounding areas to advertise the event and possibly for merchandise sales
4. **Event Guide Design:** A pocket-friendly guide detailing the fest's schedule, vendors, performers, and other essential information.
5. **Stage Banners:** These will be prominently displayed on the main event stage and auxiliary stages.
6. **T-shirt Design for Staff, Volunteers, and General Merchandise:** An attractive design that identifies event staff/volunteers/attendees and promotes the spirit of the festival.
7. **Badges:** For VIPs, staff, and others as needed.

QUALIFICATIONS:

- Demonstrated experience in creating event-based or culturally specific graphics.
- A strong portfolio showcasing diverse artistic styles and previous projects of a similar nature.
- Ability to meet deadlines and work collaboratively with the Cincinnati Chamber's

events and marketing teams

- Preference will be given to artists or firms with a deep understanding of Asian culture and aesthetics.

BUDGET:

The total budget allocated for this design project is \$4,500. This budget will cover all designs, revisions, and final artworks as per the above scope. Payment terms and schedule will be discussed and finalized with the selected artist or firm.

KEY DATES:

- All proposals must be submitted by January 12, 2024.
- Artists/Firms will be notified by January 22, 2024 if they have been selected or not.
- The selected artists/firm will be contracted and have a kick-off meeting with the Cincinnati USA Regional Chamber by January 31, 2024.
- Estimated Project timeline:
 - Master graphic complete: 2/23/24
 - Poster design complete: 3/1/23
 - T-shirt design complete: 3/15/24
 - Event Guide/Banners complete: 03/22/24

SUBMISSION:

Please email responses to: bmason@cincinnatiachamber.com by end of business January 12, 2024 with the following information.

- Brief Company Overview/Viability of Organization
- Brief Background on Project Team and Project Account Leader
- Reasons Why You Are the Best Firm to Take on This Project
- Portfolio or links to previous work.
- A brief proposal, either written or with visual inspiration, outlining your creative vision for Cincinnati's Asian Food Fest 2024.
- Cincinnati Chamber Member (yes/no)
- Certified Minority/Woman-Owned Business (yes/no)

If you have any questions before you respond, please email Brad Mason at bmason@cincinnatiachamber.com.

NOTE: All proposals must comply with the guideline detailed in this document. The Cincinnati USA Regional Chamber will not accept responses that do not adhere to our response requirements.

