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## 2012 River To River Festival Web & Print Design Firm Request for Proposal

### Background & Mission Statement

The River To River Festival is Lower Manhattan's largest free summer arts festival featuring music, film, dance, theatre, art and play elements in a variety of public venues that canvases the beautiful backdrop of Downtown New York-from Chambers Street down to Battery Park and across the island from the Hudson River to the East River.

In February 2011, Lower Manhattan Cultural Council (LMCC) took over as the lead partner of The River To River® Festival, assuming responsibility from the Alliance for Downtown New York for producing the annual free summer arts festival in Lower Manhattan. The River To River Festival was launched in 2002 by a coalition of organizations, including founding title sponsor American Express.

### The Assignment

The River To River Festival is looking to hire a web and print design firm to update the current River To River Festival website with greater functionality, and to design complimentary print elements for the 2012 Festival, which runs from mid-June to mid-July with the launch of the campaign starting in April. The assignment will run from February through August 2012, with the possibility of transforming into a multi-year contract. The firm must have experience in the field with in-depth knowledge of Drupal software, as well as extensive print experience. Prior arts or festival experience is a plus but not essential.

The firm will work closely with the in-house Marketing team on design and implementation. Awareness of the Festival is generated through a major marketing campaign comprised of print ads in major daily and weekly publications; television and radio spots aired by Festival media partners; collateral distribution; an active Festival website; outdoor and transit banners and posters throughout the City. The firm will need to be able to make enhancements to the Festival website within a tight time-frame for 2012, as well as lay down the foundations for the long-term goal of creating a truly interactive site that features an interactive map, webcasts and facilities for online bookings. In addition, the firm will need to be able to juggle producing a number of print components throughout the Spring and Summer ranging from a program guide to venue signage to weekly print and online ads.

At different points in the season, there are many deliverables that need to be achieved in quick succession. The design firm must be capable of multi-tasking and meeting multiple strict deadlines. The website launches at the beginning of April 2012 and most of the print collateral design and production takes place between March through and mid July.

### Details of Assignment

#### 1. Website component (RiverToRiverNYC.com)

To design and implement the following updates to the website.

1. Re-work the home page and key supporting page and facilitate the navigation of events
2. Develop an Interactive Map, which locates the venues and all the surrounding participating businesses and tourist attractions related to the Festival
3. Re-design the e-newsletter (R2R Wire) to create shorter and more condensed format that highlights events and interactive content as well as contests and sponsor promotions
4. Develop a browsable format for the program guide online
5. Create a media room with access to high resolution media assets through a password
6. Build an archive of all past Festival material
7. Carry design updates through to social media sites Facebook, Twitter, You Tube and Flickr.
8. Ensure all updates are compatible with the mobile-friendly version of the site

## 2. Print component

To design and oversee printing of the following collateral:

1. **Program guide:** A user-friendly guide that captures the festival's full program, map and sponsor elements and pushes readers to the website for more information. It will need to pull out highlights of the Festival as well.
2. **Print and Online Advertising (does not include media placement or negotiation):** Develop all of the mechanical templates for all media including weekly updates through delivery to publications and their online components. Advertising tends to run for 4-6 weeks in approximately four to six publications in black & white and color.
3. **Outdoor Ads and Venue Signage (do not include production costs):**
  - a. Stage designs for up to five (5) separate venues with up to 12 elements (including but not limited to pediment banner, back drop, two side banners per event)
  - b. Seven (7) versions (various dimensions) of Festival posters to be used in a variety of locations, including subway cars, PATH trains, retail stores, and airport light-boxes (some cases will likely require re-sizing)
4. **Miscellaneous Collateral:** Develop 1-2 different pieces of collateral pertaining to specific festival events. These pieces will either be a rack card or a piece that highlights specific Festival events/series (e.g. movies, dance) and can vary from a mailer to a handout used at an event.
5. **Partner templates:** To create consistency with all of our Partner materials, we would like to create templates that would be incorporated into their own artwork. This will include a branded element at the top of each web page, or a branded section on each piece of collateral.

For all elements of the scope of work, we are looking for a design firm that is flexible, responsive and able to deal quickly with any technical problems that may arise quickly and efficiently.

### Proposal Requirements (suggestions listed below)

- Please provide a detailed budget estimate for fees, including costs for website design and production; print design costs per item (do not include print costs), and any other out-of-pocket costs. This estimate can be in the form of a monthly retainer or as a project fee (based upon the possible scope(s) of work indicated above); if you choose to provide a project fee, please break it out by deliverable.
- A statement of qualifications with examples of experience designing and building websites and/or print work as well as an outline of how you intend to work, who the team members would be (i.e. what is the structure of the team) were you awarded this contract.
- Sample(s) of pertinent previous work.
- A resume/CV of experience.
- Three letters of reference from previous clients, including contact information.

The proposal is due no later than the close of business day on Monday, February 20, 2012.

Please submit completed proposals to:

Marisa Olsen  
Marketing & Communications Manager  
Lower Manhattan Cultural Council  
125 Maiden Lane, 2nd Floor  
New York, NY 10038  
molsen@lmcc.net

### Terms Governing This RFP

LMCC will select the Proposal, which, in their sole judgment, most successfully demonstrates the necessary qualities to undertake the project, offers most favorable financial terms, and best meets the other needs and goals of the Festival. LMCC reserves the full right to reject all proposals if it so chooses. LMCC will not pay any costs incurred in response to this Request.

Let it be known by all person(s) who respond to this RFP that the work to be performed under contract with LMCC is for a project assisted under a program providing Federal financial assistance from HUD and is subject to the requirements of Section 3 of the Housing and Urban Development Act of 1968, as amended (12 U.S.C. § 1701).

THANK YOU – We look forward to reviewing your proposal.