

Request for Proposal (RFP) for Graphic Design, Social Media Content Creation, and Web Design Services

Dear Local Service Providers,

Crooked Creek Community Development Corporation is inviting proposals from qualified and experienced individuals or firms to provide graphic design, social media content creation, and web design services. As a community-focused organization dedicated to enhancing the quality of life in our area, we recognize the importance of professional creative services to effectively communicate our mission and engage our community.

The main focus of this request for proposal (RFP) is on branding for companies within disadvantaged communities. We aim to develop strong company brands in neighborhoods with limited resources, thereby fostering empowerment and growth within these communities. The social media services component will involve a month-long engagement with at least one post per day for a month for each company. Additionally, a pitch deck and visual brand guide will be required to ensure cohesive and impactful branding strategies.

Scope of Work:

1. Graphic Design:

- Creation of promotional materials, including flyers, brochures, posters, and banners.
- Design of visual assets for use in print and digital media.
- Development of branded templates for consistent messaging across various platforms.

The graphic design work should be implemented within two weeks of the first meeting with the client.

2. Social Media Content Creation:

- Generation of engaging content for platforms such as Facebook, Instagram, and LinkedIn.
- Regular posting and scheduling of content to maintain an active and interactive online presence. At least one post per day for at least a month.

3. Web Design:

- Design and development of an intuitive and visually appealing website that reflects our clients' company.
- Integration of essential features such as an e-commerce platform.

- Optimization for mobile responsiveness, accessibility, and search engine visibility.

The web design should be completed within a month of the first meeting with the client.

Proposal Submission Guidelines:

Interested individuals or firms are requested to submit the following documents:

1. Company/Organization Profile: Provide an overview of your company, including your experience, team members, and any relevant certifications or affiliations.
2. Proposed Approach: Outline your approach to delivering the required services, including timelines, methodologies, and any innovative strategies you propose.
3. Portfolio: Submit samples of your previous work that demonstrate your proficiency in graphic design, social media content creation, and web design.
4. Cost Estimate: Provide a detailed breakdown of your fees for each service, including any additional costs or expenses.
5. Timeline for Final Product: Include a proposed timeline outlining key milestones and the expected delivery time for the final service.

Proposal Submission Deadline:

All proposals must be submitted no later than March 31, 2024, via email to Hector@neighborhoodincubators.org.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise and experience in graphic design, social media content creation, and web design.
- Creativity and quality of previous work/portfolio.
- Proposed approach and methodologies for delivering the required services.
- Cost-effectiveness and value for money.
- Timeline for final product, ensuring that deadlines align with our organization's schedule and priorities.

Inquiries:

Please direct any questions or requests for clarification regarding this RFP to our Senior Business Consultant, Hector Morales, at Hector@neighborhoodincubators.org.

We look forward to receiving your proposals and potentially partnering with you to advance our mission of community development and empowerment.