Request for Proposal

Graphic Design Consultant

Proposal Timeline

- June 27: RFP Issued
- August 7-10: We will evaluate proposals
- August 14-23: Interviews and portfolio review
- August 27: Selection

**Project Start Date**: September 1, 2023

**Project Completion**: August 31, 2024

Responses are due via email to lbeyea@WashingtonPerformingArts.org
I. Contract Description and Background

a. Overview

Washington Performing Arts seeks a part-time graphic design consultant to support the print and digital design needs of the organization during fiscal year 2024. This is a fully remote contract position, with hours ranging 15 to 35 hours per week. Reporting to the Director of Marketing, Communications, and Creative Media, this individual also works closely with the Marketing and Communications Manager, and project leads in other departments. The total compensation contract is $30,000 from September 1, 2023, through August 31, 2024.

b. Graphic Designer Responsibilities

The Graphic Design Consultant will conceptualize, design, produce, and edit visually compelling materials for print and screen. Through design, our primary goals are to showcase a compelling brand voice; to raise awareness for our performances on stage and in the community, resident gospel choirs, and educational programs; and to improve the patron and donor experience through print and digital materials. Washington Performing Arts Style and Logo/Branding Guidelines will be provided. Dropbox file sharing is provided. The Consultant should have their own active product licenses and computer hardware/software. An external drive for project file backup will be provided at the conclusion of the contract.

- Print and digital projects include:
  - Advertisements
  - Promotional postcards, fliers, and programs
  - Event collateral and signage
  - Board Directory Book
  - Annual Report
  - Season brochure and subscription materials
  - Social media graphics, website banner images, infographics, data visualizations
  - Other projects, as assigned

c. Qualifications and Requirements

- 3+ years of experience in graphic design with proficiency in Adobe Creative Suite, PowerPoint, and Word applications
- Strong visual and aesthetic sensibility or experience creating graphics
- Meticulous attention to detail
- Proven ability to work independently and ask for clarification when needed
- Proven ability to manage and meet critical project deadlines
- Excellent organizational, communications, and project management skills
- Commitment to the Washington Performing Arts “Everybody In, Nobody Out” ethos
d. **Preferred Skills**
   - Relationships/knowledge of print vendors in the wider D.C. region
   - Experience with project management software platform Asana, a plus

e. **About Washington Performing Arts**

Washington Performing Arts champions the arts as a unifying force. Through collaborations with artists, educators, community leaders, and institutional partners, we bring wide-ranging artistic programs to stages, schools, and neighborhoods throughout our nation’s capital and, with our virtual platforms, share our work throughout the world.

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, international genres, and more. We also have an ever-expanding artistic and educational presence on the internet, addressing programming challenges of this time of pandemic while envisioning ongoing opportunities for online connection and community in a post-COVID world.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor’s Arts Awards from the D.C. Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: “Everybody in, nobody out.”

f. **Vision**

   Our community is unified and enriched through vibrant performing arts experiences.


g. **Guiding Principles**

   i. **Cultivate Artists and Arts Patrons:** Be the organization that artists want to partner with and that arts patrons trust for lifelong enjoyment and learning.

   ii. **Pursue Inclusion:** Seek, represent, and welcome a multiplicity of voices in everything we do.

   iii. **Collaborate with Communities:** Build strong partnerships with local, national, and international organizations to make the performing arts accessible to communities in the nation’s capital.

   iv. **Build a Lasting Legacy:** Balance risk-taking with fiscal rigor, sustaining a healthy organization that will last for generations.
h. **Organizational Diversity**

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder’s guiding ethos of “everybody in, nobody out.” To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better because of our differences, not despite them.

i. **Diversity Statement**

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Washington Performing Arts’ employment decisions are made based on the needs of the organization and qualifications of the applicants and employees.

II. **RFP Response Guidelines**

The closing date and hour for receipt of the proposal is August 5, 2023, at 11:59 p.m. Eastern Time. All vendors must submit the following information via email. Fax and mail submissions will not be considered.

a. Letter of interest. As noted above in the statement on Organizational Diversity, Washington Performing Arts values and prioritizes diversity, equity, and inclusion at all levels. Please include information on your company’s diversity, equity, and inclusion policies as well as examples of this work in action.

b. Background including how long you/company has been in business, and a description of relevant experience and qualifications.

c. Recommended approval process for project deliverables/tasks.

d. List of at least four (4) relevant client references including contact name, organization name, phone, and email. These references should be able to verify the recent experience.

e. Share examples of at least four (4) design projects developed that are similar in scope.
III. Evaluation Criteria

The following elements will be considered on a weighted basis in evaluating proposals for selecting the consultant for this project:

- Competency of design, reputation and integrity
- Ability to work within deadlines and to develop mutually agreed dates for deliverables
- Successful non-profit experience
- Values alignment with equity, diversity, inclusion, and accessibility
- Long-term strategic outlook and partnership with Washington Performing Arts
- The contract will be awarded to the responsible, responsive individual/firm whose proposal, conforming to this solicitation, will be most advantageous to Washington Performing Arts, price and other factors considered

IV. Interviews and Portfolio Review

We will schedule web-based interviews with the top four companies based on satisfying the evaluation above criteria. Lauren Beyea will reach out to the main contact at each of the selected companies not later than August 11, 2023, to schedule a mutually beneficial time during August 14-28, 2023, for interview and portfolio review.

V. Selection Process

After the interviews, Washington Performing Arts will contact references August 23-25, 2023. Washington Performing Arts reserves the right to award a contract, not award a contract, or to cancel this RFP either before or after the date of the RFP response deadline. All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

Contact Information:

For questions or clarifications about this RFP, please direct communications to Lauren Beyea at lbeyea@washingtonperformingarts.org with position "Graphic Design Consultant" in the subject line. Please note: Applications without a cover letter will not be considered.