



# WASHINGTON PERFORMING ARTS

## **Request for Proposal**

### **Graphic Design Consultant for 2025/26 Annual Gala**

Washington Performing Arts seeks an independent contracted graphic design consultant to support the print and digital design needs of the annual gala during fiscal year 2026. This is a fully remote contract position. Reporting to the Manager of Special Events, this individual also works closely with the Director of Marketing, Communications, and Creative Media. The total compensation contract is \$7,000 from October 15, 2025, through February 2, 2026.

### **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 and to raise awareness for our annual fundraiser (March 2026). 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. At the conclusion of the project, designer will deliver all design files and elements to Washington Performing Arts for archival records and continued use for event collateral.

### **Print and digital projects include:**

- Gala Logo
- Digital/print Save the Date
- Solicitation letter
- Letterhead
- Envelopes
- Website banner
- Invitation suite including envelopes, comp card, sponsor listing, and response card/envelope

- Design specs including color palate and fonts

### **Qualifications and Requirements**

- 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
- Relationships/knowledge of print vendors in the wider D.C. region
- Understanding of Asana project management a bonus

### **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 six 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. 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.”

## **Vision**

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

## **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.

## **RFP Response Guidelines**

The closing date and hour for receipt of the proposal is October 5, 2025, 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. Please include information on consultant's accessibility, as well as examples of this work in action.
- b. Background including how long consultant 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 two (2) design projects developed that are similar in scope.

## **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 accessibility, 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

### **Interviews and Portfolio Review**

We will schedule web-based interviews with the top four companies based on satisfying the evaluation above criteria. Sarah Frances Williams will reach out to the main contact at each of the selected companies not later than October 6, 2025, to schedule a mutually beneficial time during October 7-9, 2025, for interview and portfolio review.

### **Selection Process**

After the interviews, Washington Performing Arts will contact references October 9 and 10 . 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.

### **Proposal Timeline**

September 24, 2025	RFP Issued
October 5, 2025	We will evaluate proposals
October 7-9, 2025	Interviews and portfolio review
October 10, 2025	Reference checks

October 13, 2025

Selection Project

**Start Date October 15, 2025**

- **Event Logos, Website Banner, and digital Save the Date - late October**
- **Solicitation Direct Mail Packet/Letter Head – Early/Mid November**
- **Invitation Suite – Early January**

**Project Completion February 2, 2026**

**Contact Information:**

For submissions, questions or clarifications about this RFP, please direct communications to Sarah Frances Williams (SFWilliams@WashingtonPerformingArts.Org) and Lauren Beyea (LBeyea@washingtonperformingarts.org) with position "Gala Graphic Design Consultant" in the subject line. Please note: Applications without a cover letter will not be considered.