



Request for Proposals 2024 West Town Festival Season, Graphic Design Partner

The West Town Chamber of Commerce ("WTCC") is seeking a graphic designer ("Contractor") to provide custom graphic design services for the 2024 Special Events, Street Festival Season ("Festivals")

Do Division Street Fest

May 31, June 1-2, 2024
5:00-10:00pm, & 12:00-10:00pm
2000-2200 W. Division Street

West Fest Chicago

July 12-14, 2024
5:00-10:00pm, & 12:00-10:00pm
1800-2000 W. Chicago Avenue

Dancing in the Streets

August 2-4, 2024
5:00-10:00pm, & 12:00-10:00pm
1700-1800 W. Hubbard Avenue

Proposal Submissions:

Proposals must be submitted to the West Town Chamber of Commerce no later than 5:00pm Thursday, December 5, 2023. WTCC is available for a pre-submission discovery call, and proposals, appointment requests or any related correspondence should be via email to Kate Ziyad, at KZiyad@WestTownChamber.org

All proposals should include at the minimum: custom cover sheet detailing relevant experience and unique proposition and be accompanied by cost breakout with line items, 3 client references, and examples of similar products produced.

Scope of Work: Deliverables to include, but not limited to: Figure 1.

Identity Elements & Brand Kit

Refreshed Logo(s)

Social Media Kit

Printed Materials Kit

Figure 1: Required deliverables to include:

Identity Elements & Brand Kit

- 2024 Festival logo
- Font suite
- Color suite
- Graphic ornaments

Social Media Kit:

- Avatars and cover images for Instagram and Facebook
- 6 social media templates in Instagram in-feed & story + Facebook format
 - Save the Date (full-season line-up)*
 - Do Division
 - West Fest Chicago
 - Dancing in the Streets
 - Save the Date (festival-specific x3)*
 - Vendor applications now open
 - Editable Performer template (shareable)
 - Editable Vendor template (shareable)
 - Editable Sponsor template (shareable)

Printed Materials Kit:

- 11x17 poster
- 5x7 handbill 4x6 option
- Onsite banners, variety of sizes
- Stage backdrops, variety of sizes
- Tshirts