

1.1 General Information

The City of La Crosse Arts Board (The Arts Board) invites applicants to submit proposals for professional advertising and marketing services to enhance the visibility of this gateway community and to provide comprehensive, strategic and innovative marketing services.

The successful consultant must demonstrate extensive knowledge and understanding of marketing assets to fulfill the objectives of the city with a budget not to exceed \$4,000.00. The Arts Board is encouraging consultants to bid on the Request For Proposal (RFP) as a whole.

Deadline for submissions is February, 25th, 2021 at 5 p.m. CST.

1.2 Scope of Project

1.2.1 Creative Development of Brand

The consultant will develop creative elements that include design concepts for branded fonts, colors, logos, and letterhead. The consultant will also account for up to three rounds of revisions, in which the consultant can either attend the arts board meeting that meets on the first week of each month or communicate revisions with the chair of the board.

1.2.2 Logo Format Deliverables

The selected design will be delivered with all final and working files to The Arts Board in following formats:

- a) One color – white JPG, PNG and AI
- b) One color – black JPG, PNG and AI
- c) Full color – JPG, PNG and AI

1.2.3 Creative Guidelines

The design for the brand should take these specific requirements into creative design:

- a) Omit a design that includes a bridge
- b) Stay clear from creating branding that represents Google or Downtown Main Street Inc. entities (i.e., gradient colors that consists of all spectrums of the color wheel)
- c) The letterhead needs to be created in MS Word, as the board and those within the city may not have access to sophisticated design platforms

1.3 Selection Process

The La Crosse Arts Board (or comparable committee) will select the consultant by reviewing their application materials online. Once selected, the Arts Board will notify the consultant via email or telephone.

1.4 Submission Guidelines

All applications should be submitted by email to:
Jim Flottmeyer flottmeyerj@cityoflacrosse.org

Please include the following application materials:

-Contact Information: Name, address, phone, email and website (if applicable)

-Consultant itemized bid

1.5 Timeline

RFP Announcement February, 5th 2021

Deadline for submissions is February, 25th, 2021 at 5 p.m. CST.

March 5th 2021 – Panel reviews all submissions and determines final applicants.

Questions?

If you have questions about the opportunity, you may contact:

Jim Flottmeyer flottmeyerj@cityoflacrosse.org

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