

## **REQUEST FOR PROPOSAL FOR SELECTION OF INDIVIDUAL CONTRACTOR/COMPANY FOR**

### **Graphic design of 25year celebration and report launch event marketing and promotion materials**

#### **I. Introduction**

Sangath requests proposals from **design companies or individual contractors** to provide Sangath with services to design marketing and promotional creatives for our 25-year celebration and report launch events. As part of the celebration a series of virtual events will be conducted from Aug-Dec 2021.

Our ideal candidate is creative, collaborative, and detail-oriented, with a good understanding of social development sector conducive design elements and current trends. Prior experience of working with NGOs and developing event-based marketing creatives is desirable. The candidate will be required to work in consultation with the Sangath team to design the marketing materials. The consultant will report to the Communications Director.

#### **II. Scope of work**

<b>S No</b>	<b>Item</b>	<b>Specifications</b>	<b>Versions</b>
1	Posters		
1.1	Main event poster	Compatible to all social media platforms and to be used as an email invite	1
1.2	Main event banner/cover page	Compatible to social media and website	1
1.3	Announcing speakers for main event	Compatible to all social media platforms	1
1.4	Agenda and program	Compatible to all social media platforms	1
1.6	Sub-events poster with event details, speakers and agenda announcement	Compatible to all social media platforms and to be used as an email invite	4
1.7	Poster for sharing generic information like project impact, testimonials	Compatible to all social media platforms. Preferably to be shared in canva or a format which can be re-used and edited by internal staff	2
2	Email signature banner with event details and directing links	Compatible to outlook	1
3	Newsletter template for sharing upcoming event details, updates from previous month	Html format to be shared via mailchimp	4
4	Style guide	Guidelines for reuse of designs and publishing content defining color and font schemes for internal staff	1

#### **III. Eligibility Criteria**

- A. Minimum 3 years of professional graphic design experience
- B. Experience of designing marketing materials for events
- C. Prior experience of working with non-profit organisations will be an added advantage

#### IV. **How to apply**

Please submit written responses to the following seven points within the maximum word count indicated. **Please submit your written response in PDF format attached to your response to [ila.patil@sangath.in](mailto:ila.patil@sangath.in) before 12<sup>th</sup> Aug, 2021**

A. Please submit separate written responses:

1. Describe your professional/company's background, services, size, and history as these factors are relevant to the work, with an emphasis on creative design. (200 words)

OR

Describe your proposed approach to providing creative design services. (200 words)

2. Please describe your experience providing creative design services. (200 words)

3. Identify the person who will be the lead project manager (the "Lead PM") and primary contact in providing services to Sangath, and any other persons who will be listed as a "key person" in any contract with Sangath. (50 words)

4. Identify, if any, subcontractors whom you intend to use for this engagement and describe the services to be performed by each subcontractor. (100 words)

5. Provide at least three (3) portfolio references highlighting your experience of designing similar work to that requested in this RFP. For each reference, describe your role and services and relevant URLs if any. (200 words)

B. Cost Proposal: Provide your cost proposal based upon the requirements set out within this procurement exercise setting out cost breakdown and rationale for all costs.

C. Deadline for submissions:

To be considered, proposals must be received no later than 5pm, 12-Aug 2021. The proposal should be submitted to [ila.patil@sangath.in](mailto:ila.patil@sangath.in)