



Marda Loop BIA
GRAPHIC DESIGN SERVICES
Request for Proposals

About Marda Loop BIA

Currently, the Marda Loop Business Improvement Area (BIA), founded in 1984, represents over 160 merchants that are the soul of Marda Loop. Our business members contribute to the annual BIA fund that allows the Marda Loop BIA to initiate several projects each year to help promote, maintain and enhance Marda Loop. Walk, drive, bike or bus to Marda Loop and find everything you need.

The name Marda Loop comes from South Calgary history. The word "Marda" comes from the Marda Theatre (1953-1988, in later years the Odeon Theatre), which was founded by Mark and Mada Jenkins. "Marda" was created by the merging of the founders' names. The word "Loop" comes from the street car line that travelled as far as 34th Avenue and 20th Street, before "looping" back to downtown.

Graphic design services

Marda Loop BIA has worked with graphic designers on a per project basis but is looking for an individual/firm that is able to provide a holistic approach to design that encourages consistency of the Marda Loop BIA brand guidelines and messaging for all events, promotions and organizational needs.

Key deliverables include:

- Development of marketing materials (i.e.: posters, ads, social media graphics, hand out cards, etc.) for all key Marda Loop events
- Ad creation for branded Marda Loop advertisements in community newsletters and other traditional media outlets



- Creation of a Marda Loop business map to be used in various marketing initiatives, including online
- Provide design and brand direction for Marda Loop's premiere street festival "Marda Gras"
- Provide direction as part of the Marda Loop team on the development of street directional (wayfinding) signage and on-street promotions.

The contract would run to December 31, 2017 with the option to extend into 2018. Invoicing would be provided to Marda Loop BIA at the completion of each project.

Request for Proposal

Interested individuals or firms are invited to forward a proposal no later than Tuesday, June 20, 2017.

Deadline: 4 p.m. – Tuesday, June 20

Proposals can be emailed to:

alyssa@alyssaberrycommunications.com

The Proposal should contain:

- Company background
- Key designers assigned to the project
- Outline of experience and examples of successful campaigns
- Estimation of costs including breakdown of billing rates
- Implementation timeline
- Client references

Evaluation

Marda Loop BIA will shortlist and contract the most qualified firms/individuals, for an interview to determine their working style and ability to execute the contract. Final selection will be determined through consideration of the firm/individual's:

- Ability to meet the key deliverables as outlined above
- Knowledge and experience in developing social strategy for similar of organizations in tourism, culture or government



MARDA LOOP
where life connects

- Innovation and creativity as evidenced in past work

Questions regarding this call for RFPs should be directed to:

Alyssa Berry Communications

403.650.8090

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