



Old Town San Diego Chamber of Commerce

4010 Twiggs St, San Diego, CA 92110 | (619) 228-9340 | www.oldtownsandiego.org | @VisitOldTownSD

Subject: Request for Qualifications - Graphic Design Services

Dear Graphic Design Firms,

The Old Town San Diego Chamber of Commerce is seeking qualified graphic design firms to provide professional design services for a period of one year. We invite you to submit your qualifications for consideration.

Background:

The Old Town San Diego Chamber of Commerce is a non-profit organization dedicated to promoting and preserving the historic district of Old Town San Diego. Our mission is to support local businesses, enhance the visitor experience, and foster a sense of community in the area.

Scope of Services:

The selected graphic design firm will be responsible for providing a wide range of design services to meet our diverse needs. These services may include, but are not limited to:

1. Development and design of marketing collateral, including brochures, flyers, posters, and banners.
2. Creation of visually appealing and brand-aligned digital assets for social media platforms, websites, and email campaigns.
3. Design of promotional materials for special events, such as event posters, programs, and signage.
4. Production of print advertisements for local, national, and international publications and newspapers.
5. Packaging design for merchandise and souvenirs.
6. Brand identity development and refinement, including logo design and style guidelines.

Qualifications:

Interested graphic design firms are requested to submit the following information as part of their qualification package:

Company Overview:

- a. Company name, address, and contact information.
- b. Description of the company's history.
- c. Number of years in operation and relevant experience in providing graphic design services to similar organizations.
- d. Size of the firm, including the number of staff members and their areas of expertise.

e. Portfolio of previous design projects, showcasing a variety of design styles and capabilities.

Team and Expertise:

- a. Profiles of key personnel who would be involved in the project, highlighting their qualifications, education, and experience.
- b. Description of the firm's creative process and approach to graphic design projects.
- c. Any industry certifications, awards, or recognition received by the firm or its team members.

Client References:

- a. List of at least three client references, including contact information, for whom the firm has provided graphic design services.

Pricing and Terms:

- a. Proposed fee structure, including hourly rates, project-based pricing, or retainer options.
- b. Any specific terms and conditions related to the provision of graphic design services.

Submission and Deadline:

Interested firms are requested to submit their qualifications electronically in PDF format to alex@oldtownsandiego.org no later than **5:00 pm on August 1, 2023**. Please include "Graphic Design Services - RFQ Submission" in the email subject line.

Should applicants have any questions or require clarifications regarding this Request for Qualifications, they must submit their inquiries in writing to the Old Town San Diego Chamber of Commerce no later than July 15, 2023. All questions received by the deadline will be addressed by the Chamber, and the questions along with their corresponding answers will be published on the official website of the Old Town San Diego Chamber of Commerce (oldtownsandiego.org) no later than July 20, 2023. It is the responsibility of the applicants to regularly check the website for any updates or clarifications pertaining to this RFQ process.

Evaluation Process:

The selection committee will evaluate the submitted qualifications based on the following criteria:

1. Demonstrated experience and expertise in graphic design services.
2. Creativity, innovation, and quality of past design projects.
3. Alignment with the Old Town San Diego Chamber of Commerce's brand and mission.
4. Client references and satisfaction.
5. Pricing and proposed terms.

The selection committee may request additional information or schedule interviews with shortlisted firms, if necessary.

The Old Town San Diego Chamber of Commerce reserves the right to accept or reject any or all qualifications received, to waive any informalities or irregularities in the qualifications, and to select the graphic design firm that best meets the needs of the organization.

If you have any questions or require further clarification, please contact Alex Ward, Executive Director, at alex@oldtownsandiego.org or (619) 228-9340.

Thank you for your interest in providing graphic design services to the Old Town San Diego Chamber of Commerce. We look forward to receiving your qualifications.