



Request for Proposal

FrontLine Farming Graphic Design Package

April 2024

ISSUED BY

FrontLine Farming

Fatuma Emmad, Executive Director

Introduction & Background

FrontLine Farming, a nonprofit farming and food justice organization in Denver, is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source to provide fresh collateral for our overall marketing needs. Specifically, we are in need of:

1. Marketing Guides and Templates
2. Designed Projects listed on subsequent pages

The objective of this Request for Proposal is to locate a source that will provide the best overall value to FrontLine Farming. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

ABOUT FRONTLINE FARMING

The mission of Frontline Farming is to create greater equity across our food system on the Front Range of Colorado. We specifically seek to support and create greater leadership and access for women and people of color in our food systems. We achieve these goals through growing food, listening, educating, honoring land and ancestors, policy initiatives, and direct action.

We are a food justice and farmer advocacy group led by women and People of Color. We are a community engaged in food production and education along the Front Range on three different farm plots. We grow high quality, organic food which supports fair wages for our farmers and is distributed through sales to a network of restaurants and institutional purchasers, sliding scale sales at farm stands and donations to a variety of non-profit partners.

We undertake our work in order to honor the land and the community we cultivate. As educators we engage a range of individuals from elders to toddlers in ethical and sustainable growing practices that enhance land and community connections. We have done all of this while helping to build and expand a network of farms and farmers who mutually support one another’s work and vision of agriculture in Denver.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or studios with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must list at least 3 projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
3. Provide an overview of the proposed work as well as resumes of all key personnel performing the work. In addition, the proposal should provide a proposed schedule and milestones, as applicable, per goals and materials listed in this RFP. An estimated budget with cost per hour and estimated hours per project is recommended.
4. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
5. Proposals must be received prior to April 26th, 2024 to be considered.
6. FrontLine Farming anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these “down-selected” individuals or firms by May 3rd, 2024

Project Description

The purpose of this project is to prepare collateral for immediate use that will allow FrontLine Farming (FLF) to promote events, products and work in general to our community members. We are most concerned with our Farm To Table dinner event on September 14th, 2024 and our need for merchandise and flyers for our summer events. Consideration will be given to future projects including rebranding, 2025 collateral, and website redesign for studios that meet our immediate needs.

Submit all proposals via email to info@frontlinefarming.org

The specific goals of the project are as follows:

Specific design needs end of June 2024:

- a. Farm To Table 2024 - Item "i" Draft due May 10 with final approval by F2T Leads by May 20th. This year's theme is *A Love Letter to Palestine: Celebrating Arab Foodways*. ([2023 site](#) for more context). Items "ii" and "iii" due August 1, 2024 when details are finalized internally.
 - i. Design "logo" to be used across flyers, social media graphics, signature imbedded images, newsletter graphics in line with theme above.
 - ii. Menu design for day of including beverages, producers
 - iii. 2-3 other possible graphics for print - examples include donation request, physical keepsake, staff shirt, sponsor graphic, seating map.
- b. Create templates for flyers, social media posts, classes held at/by FLF. Please see [FLF Instagram](#) for context: 2023 [June](#), [July](#), [October](#) examples.
- c. New redesign of apparel
 - i. 2 t shirts
 - ii. 1 hoodie
 - iii. One long sleeve
 - iv. Bandanas, patches, tank tops or long sleeve shirts tentative
- d. 2025 calendar due September 30, 2024 - photos provided by FLF team and contracted photographers. Design 12 unique layouts with photos, theme TBD in

collaboration with Designer and FLF Leadership. Each page will need to have a gardening/farming checklist (provided) and caption for photo (provided). 2023 physical copy can be provided ([2023 promotional post on Instagram](#))

Marketing Guides:

To be created as a guide to using “b” from above - create synopsis of font, colors, etc. Team uses Canva to edit images - import of .ai files is possible with compatible font.

- a. Support for future design of flyers and promotional materials with clearly defined protocol for requests
- b. Be available to guide other managers on their content creation - social media

Potential Project depending on successful completion of previous deliverables. This portion will be negotiated separately from overall RFP.

- 2. Annual Report 2024 - design layout with graphics, final product due April 15, 2025 - 20 pages with language, graphs and basic graphics provided.
- 3. 2024 Fall Project - Rebranding
 - a. New Logo, fonts and type face, color palate, letter head header, newsletter templates, monthly events calendar template for digital and print
 - b. Brand guidelines document.
- 4. 2025 Winter Project - Website update with consideration for useability, aesthetic and new branding

RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	04/11/2024
Deadline for RFP Submission	04/26/2024
Selection of Top Bidders / Notification to Unsuccessful Bidders	04/29/2024

Contract Award / Notification to Unsuccessful Bidders	05/03/2024
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Budget

FrontLine Farming’s budget for the project is \$20,000 paid monthly based on the length of contract. This price is negotiable depending on the scope of work proposed and the estimated time per proposal. Please provide detailed budget information to illustrate ability to stay within or reasonable costs that go beyond FLF budget.

Evaluation Factors

FrontLine Farming will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal.
2. Relevant past performance/experience, especially relevant to Black and BIPOC-led organizations.
3. Samples of work that showcase relevant experience and excellence in design.
4. Bid within budget and/or budget included with reasonable costs.
5. Technical expertise/experience of bidder (and bidder’s staff).

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