



Request for Proposals Graphic Design Services

Due Date: Tuesday, October 15, 2019. 6:00 PM, PST

About the Golden Gate Business Association (GGBA)

The GGBA has been a leading advocate for LGBT Businesses in San Francisco and the surrounding bay area since 1974.

A 501c6 non-profit, the GGBA's mission is to champion opportunity, development, and advocacy for our LGBTQ & Allied business community. We create opportunity for marketing, networking, procurement, and referral-based business growth; programs that support development of business skills and expertise through workshops and seminars; and we advocate for positive economic, social, and political change.

Project Overview and Scope

GGBA is seeking a graphic designer to create artwork to engage our intended audience, promote GGBA events, and increase urgency/call to action within our intended audience. Graphics to be created for use:

1. Online:
 - a. Use on our GGBA's website(s). Must be proficient in WordPress site building and maintenance.
 - b. Use in GGBA's social media outreach
 - c. Use in GGBA newsletters
2. Print:
 - a. Onsite signage at events
 - b. Programs and brochures
 - c. Ads for news and media outlets

Expected workload to be approximately four (4) hours per week on average.

Historical turnaround time on most projects is one (1) business day.

Target Audience

Target audience is GGBA's members, partners, sister organizations, and the LGBTQ+ and Allied Business Community. The GGBA audience is comprised of people of diverse sexual orientations, genders, nationalities, and ages; a common thread is their dedication to embracing diversity and opportunity.

Project Requirements

Designer to respond to project requests within one (1) business day that includes:

- Acknowledge receipt of the request
- Provide approximate work hours needed to complete task(s)
- Provide timeline for when completed project(s) can be expected

Submission of proposals

Please submit a PDF of your proposal to RFPTaskforce@ggba.com . All submissions are due by Tuesday, October 15, 2019 by 6:00pm PST, and must include the following

1. Letter of interest
2. Membership status in GGBA, other LGBT Chambers of Commerce, and/or other LGBT professional associations
3. LGBTBE Certification Status
4. Fee schedule, any/all discounts provided given our 501c6 non-profit status, and any amount of fee you are willing to donate to the GGBA as in-kind donation
5. Personal bio and/or profile of your firm with specific, relevant experience for the last five (5) years
6. Relevant URL's to one's portfolio, and/or attachments that demonstrate one's graphic design expertise and data visualization work
7. Three references of current/past clients

Process and Schedule

- RFP Released: Tuesday, October 02, 2019
- RFP Submissions Due: Tuesday, October 15, 6:00pm PST
- Finalist Interviews: Week of October 15, 2019
- Designer selected: Week of October 22, 2019

General Provisions

Any contract awarded as a result of this RFP will be awarded without regard to age, citizenship, color, creed, physical or mental disability, economic status, education, ethnicity, family responsibilities, gender identity and expression, genetic information, health status including HIV status, height, housing status, marital status, matriculation, national origin, physical appearance, race, religion, political affiliation, pregnancy, sex, sexual orientation, union membership, veteran status or other unlawful factors, with respect to recruiting, hiring, job assignment, promotion, discipline, discharge, compensation, training and other terms, conditions and privileges of employment and contracting.

Questions concerning this request for proposals should be addressed to
RFPTaskforce@ggba.com

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