Denver Preschool Program – Design Services Contractor

The Denver Preschool Program (DPP) helps Denver fulfill its commitment to its youngest learners. We champion, fund and increase access to quality preschool across our community. The core of our mission is to make high quality preschool accessible to Denver’s 3- and 4-year-olds. To help successfully accomplish this, DPP is seeking proposals from qualified contractors to provide design services for DPP and serve as a guide on the overall brand identity for DPP.

This includes but is not limited to:

* Providing Visual and Graphic Design Service - The contractor will execute the design and development of collateral as requested to DPP throughout the year and across different campaigns, mediums and audiences.
* Ensuring Integrity of Brand Strategy - The contractor will uphold and keep current the branding guidelines for DPP.

Anticipated projects include the following categories:

* Advertising
* Annual Report
* Outreach Collateral (ex: flyers, mailers, banners)
* Partner Collateral (ex: promotional posters)
* Operational (ex: business cards, PowerPoints)

Expectations include:

* Contractor must adhere to DPP’s budget/invoice detail requirements
* Contractor must inform, develop, protect and adhere to DPP’s branding guidelines in all communications
* DPP asks all prospective vendors to submit a rate sheet for the work to be completed. The contractor must not charge more for a service funded by DPP than they would for the same service requested and funded by another source
* Key contractor staff must attend in-person meetings with DPP staff at least once per month, be available for weekly “stand-up” calls as well as be available as work requires
* Key contractor staff must attend an additional meeting with DPP and all Communications contractors at least once quarterly, and potentially more frequently as needed

Contract term: The term of this contract is for a period commencing on January 1, 2022, and ending on December 31, 2022.

Estimated budget range: $65,000 - $85,000

Proposals may be emailed to DPP's Director of Communications, Tricia Nelson, at [tricia@dpp.org](mailto:tricia@dpp.org) by October 21, 2021.