

## Seeking Proposals: 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 every Denver preschooler.

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

### Anticipated projects include:

- Advertising
- Annual Report
- Outreach Collateral (e.g., flyers, mailers, banners)
- Partner Collateral (e.g., promotional posters)
- Operational (e.g., business cards, PowerPoints)

### Expectations include:

- Contractor must adhere to DPP's budget and invoice detail requirements.
- Contractor must inform, develop, protect and adhere to DPP's branding guidelines in all forms of communications.
- Prospective vendors must 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 weekly check-in calls with the DPP Director of Communications and Engagement and/or supporting DPP Staff, monthly Meetings with the DPP Staff and all other Communications contractors, quarterly and/or Annual in-person meetings with the DPP Staff and Board of Directors for formal presentations, and any other meetings, calls or check-ins required to ensure project success as needed.

**Contract term:** The term of this contract is for a calendar year period commencing on January 1, 2023, and ending on December 31, 2023.

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

Proposals may be emailed to Ellen Braun, Chief Operating Officer, at [ellen@dpp.org](mailto:ellen@dpp.org) by October 21, 2022.