



230 Fifth Avenue  
Suite 1511  
New York, NY 10001

T 212.741.2323  
F 212.741.2324  
FlatironNoMad.nyc

# **REQUEST FOR PROPOSALS**

## **Creative and Design Services**

**February 21, 2025**

## INTRODUCTION

We are the Flatiron NoMad (Partnership) and we serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations.

Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the Flatiron NoMad Business Improvement District (BID) is a center of activity. From neighborhood enhancements and community building initiatives to the championing of district businesses, we celebrate the quintessential New York attitude with a contemporary edge.

The Partnership is a non-profit local organization that serves the businesses, people, and places of Flatiron & NoMad. We operate through key program areas - Sanitation, Public Safety, Marketing/Events, Homeless Outreach, District Advocacy, and Streetscape/Beautification. Since our founding in 2006 as the Flatiron/23rd Street Partnership, our organization has helped transform the bustling and diverse neighborhood we represent into a vibrant and shared place for residents, commuters, visitors, and an ever-growing business network.

For a map of the BID boundaries, denoting the Partnership's service area and member buildings/businesses/institutions, please visit: . [Who We Are - Flatiron NoMad](#)

## OBJECTIVE

The Partnership is seeking qualified proposals from creative agencies to assist us in executing our brand creative and design. Utilizing our current [Brand Guidelines](#), we are searching for a partner that can utilize them to transform our graphic assets across channels to ensure brand consistency. Over time, we welcome the opportunity to evolve the brand without changing the foundation we, as an organization, have been reinforcing.

## SCOPE OF WORK

The selected agency will be responsible for conceptualizing, designing, and delivering high-quality creative materials based on [seasonal creative briefs](#). (Sample, but format is open to change) All concepts, text, imagery, and suggested inspiration will be shared in a brief along with the deliverables timeline..

### Key Deliverables:

- **Event Concepts | Assets:** Collaborate with the Partnership to create compelling creative concepts and assets for planned events. This can include promotional, educational, and swag material. Some signature event concepts are set while others may be a new concept to explore. Some set signature events include:
  - [Dia de Muertos 2024](#) | [Cheers to Flatiron NoMad](#) | [Winter Glow Standing Signage](#)
- **Marketing Materials:** Creation of maps, fliers, booklets, outdoor signage, and postcards for campaigns, events, and promotional advertising.
- **Content Templates:** Development of visually compelling graphic templates (ideally for Canva) and infographics for websites, social media, and email campaigns that can be updated by our internal team as needed.

**Quarterly Project-Based Deliverables:** Seasonal streetlamp banners, barricade covers, temporary placemaking and wayfinding signage, brand materials, business cards, etc.

**Annual Report & Annual Meeting:** Deliver a creative concept for our Annual Report and Annual Meeting which includes a printed and digital report, the meeting presentation, creative signage for event placement, and digital and physical promotional assets.

## THE PROPOSAL

Interested agencies must submit a proposal that includes the following:

1. **Agency Background:** Overview of your agency, including relevant experience in branding and creative services.
  2. **Portfolio:** Samples of past work demonstrating expertise in branding, marketing, and digital content creation.
  3. **Approach & Methodology:** Explanation of how your team would approach working with the Partnership, including strategies for maintaining brand integrity while innovating within its parameters. Additionally, please share any template making or strategies for collaborating with partners who don't have any creative team members internally.
  4. **Team Composition:** Describe the structure of the team that will be working on this project (number, titles, and the flow of communication between the Partnership and Agency.)
    1. Describe how the teams are managed
    2. Provide a resume or online portfolio for everyone who will be assigned to provide services.
  5. **Pricing Structure:** The Partnership is looking for a full year annual retainer not to exceed **\$100,000**
  6. **References:** Contact information for at least three clients who can speak about your work quality and reliability.
- 
1. **Why the Flatiron NoMad Partnership?**
    1. What brings you joy thinking about working with Flatiron NoMad Partnership?
    2. What do you connect with in our current brand identity?
    3. What specific areas do you see for improvement?

## SUBMISSION GUIDELINES

Please send full submissions, including agency background, portfolio, approach and methodology, team composition, pricing structure, references and answers to Why the Flatiron NoMad Partnership as one combined PDF with "Flatiron NoMad Creative Services 2025" in the subject line to Gregory Godfrey, VP Marketing and Communications, via email ([ggodfrey@flatironnomad.nyc](mailto:ggodfrey@flatironnomad.nyc)) no later than 5PM EST on Friday, February 28<sup>th</sup>. - Questions shall also be directed via email to Gregory Godfrey.

## TIMELINE

February 21 <sup>st</sup>	RFP Released
February 28 <sup>th</sup>	Deadline for any questions regarding the RFP
March 7 <sup>th</sup>	Flatiron NoMad Partnership provides answers to submitted questions
<u>March 21<sup>st</sup></u>	<u>RFP submission due</u>
April 14 <sup>th</sup> -25 <sup>th</sup>	Schedule potential agency interviews
May 9 <sup>th</sup>	Agency selected
May 12 <sup>th</sup> -30 <sup>th</sup>	Contract drafted and executed
June 1 <sup>st</sup>   or July 1 <sup>st</sup>	Signed contract and kick off meetings

## QUESTIONS AND ANSWERS

Questions regarding the RFP must be in writing and should be directed to Gregory Godfrey, VP Marketing and Communications, via electronic mail ([ggodfrey@flatironnomad.nyc](mailto:ggodfrey@flatironnomad.nyc)). Questions should be submitted no later than Friday February 28<sup>th</sup> at 5PM EST. All questions and responses will be shared with all proposers no later than Friday, March 7<sup>th</sup>

by 5PM EST.

## **INTERVIEWS**

Interviews may be held with any or all the respondents after the receipt and reviewing of the proposals. The Flatiron NoMad Partnership reserves the right to select a winning proposer based solely on the proposal itself, without subsequent interviews.

## **GENERAL TERMS**

### **Contract terms and conditions**

The selected Agency will be awarded a one-year (1) contract, with the option of the Partnership to renew up to two (2) additional years for a total of three (3) years. The following are some of the conditions that will be included in the agreement:

- Agency shall be acting as an independent contractor.
- All materials prepared under the contract will be a “work made for hire” and belong entirely to the Flatiron NoMad Partnership
- The Partnership may terminate the agreement at any time at its sole discretion, with or without cause, upon written notice of ten (10) days.
- Agency may not assign or subcontract the agreement without the express written consent of the Flatiron NoMad Partnership
- The Flatiron NoMad Partnership shall have the right to transfer the agreement to the City of New York, or any agency having the authority to accept such an assignment.
- Agency shall keep accurate books and records which shall be available for audit and/or inspection upon three (3) business days’ notice, both during the agreement period and for two (2) years after the date of your final payment.
- The Agreement will be governed by and construed under the laws of the State of New York and submit to the jurisdiction of the courts of the State of New York, County of New York.
- Award of Agreement and subsequent payments shall be conditional on Agency’s successful vendor enrollment and maintenance of an active, complete profile in the City of New York’s online procurement platform [PASSPort](#) (formerly VENDEX) pursuant to the documentation requirements set forth by the Mayor’s Office of Contract Services (MOCS). The Partnership and the City of New York shall not be liable to Agency if Agreement is terminated because of a determination that Agency has failed such review.

### **INDEMNIFICATION**

The respondent agrees to indemnify and hold the City of New York, the NYC Department of Small Business Services, and the Flatiron NoMad BID, their agents and employees, harmless from any and all claims, damage, loss, judgments, or liabilities including costs and expenses, legal or otherwise, to which they may be subject as a result of any act or omission of the respondent, its agents, employees, subcontractors, contractors, or permittees in connection with this RFP. The respondent shall be solely responsible for the safety and protection of all its employees and shall assume all liability for injuries, including death that may occur to said employees due to the negligence, fault, or default of the respondent. The respondent shall also require such indemnification from its contractors, subcontractors, and permittees.

### **WARRANTIES**

The respondent warrants that services of any nature furnished hereunder shall be rendered competently by qualified personnel in accordance with the best-accepted practice. The respondent further warrants that such services comply



230 Fifth Avenue T 212.741.2323  
Suite 1511 F 212.741.2324  
New York, NY 10001 FlatironNoMad.nyc

with all requirements of federal, state, and local laws and regulations, including, without limitation, the Occupational Safety and Health Act of 1970.