

2025 CREATIVE SERVICES RFP-GENERAL QUESTIONS

SCOPE OF ASSET QUESTIONS:

1. With what frequency should we expect to receive briefs?

The Partnership has 4 seasons (Spring, Summer, Fall, Winter) + Holiday, so in total there would be 5 seasonal briefs. Annual Meeting will be a project outside the seasonal brief.

2. What is a typical schedule for these key deliverables, (i.e., timing from receipt of brief to deadline/delivery of assets)?

In the past, 3 creative concepts have been presented for key art. Once an option is decided, then the assets are created. The Partnership will aim to give at least 1 month lead time for smaller projects and 2 months ahead for event concepts and marketing materials. Our schedule of events is below:

APR: Earth month **May:** Cheers, **June:** Pride, **July|Aug:** Summer Activations **Sept:** Annual Meeting
Oct: Dia de Muertos **Nov|Dec:** Holiday **Jan-Feb:** Winter Glow. The partnership has full concepts for Earth Month, Cheers, Dia de Muertos and Winter Glow that we utilize every year.

3. Can you give us an idea of approximately how many and how frequently content templates will be requested?

Approximately 2-3 templates would be requested per year.

4. Who will be responsible for providing the copy and content for the annual report? Will the Partnership provide this, or will the selected agency be expected to assist with content creation?

The Partnership provides all content in the brief.

5. What is the priority ranking for each of the deliverables (event concepts, marketing materials, content templates, quarterly projects, annual report)? Could you provide an approximate percentage of the time and budget that should be allocated to each?

35% event concepts, 30% marketing materials, 15% annual meeting deliverables, 10% content templates, 10% special projects.

CREATIVE EXAMPLE QUESTIONS

1. Can you share a sample of a previous booklet? If not, what size and how many pages would you expect in a booklet?

Here are some examples: [Dia de Muertos](#) | [Winter Glow](#)

2. For the annual report and presentation, would we deliver a certain number of pages based on the developed creative concept for your team to build out, or would we build out the annual report and presentation? If so, can you provide samples for our consideration as we respond to the RFP?

Expectation is the agency will build out the full presentation and annual report. Please visit our [report](#)

[page](#) to see all our versions of annual reports. The presentation is a replica of the report with an additional 3-4 slide templates that are added for the event.

BUDGET QUESTIONS

- 1. Is there an additional budget for out-of-pocket costs, such as stock photography?**
We have an archive of photography to utilize for creative purposes.
- 2. Is the \$100,000 annual retainer the total budget for all creative services, or is additional budget available for specific projects or expenses?**
This is the total budget for all creative services. If there are out of scope projects, please send pricing for hourly work.
- 3. Is there a separate production budget for printing, event dress, sign fabrication, installation, etc.**
Yes, this is strictly design and creative. The Partnership handles printing, additional fabrication, installations and all other production related expenses.

TEAM STRUCTURE QUESTIONS

- 1. What is the typical review and approval process for creative materials? How many rounds of feedback are typically involved, and who are the key decision-makers?**
Typically, there are 3 rounds of feedback for newer concepts. For already established creative, one round. The VP marketing leads the decision, but routes to the internal team for proofing and feedback. Some higher profile projects are reviewed by the President and other VPs for critical changes.
- 2. Do you have an in-house team? Or will all work be implemented by the hired agency?**
We do not have an in-house creative team, so all the work will be implemented by the creative agency. Our team has access for Canva though for smaller, quicker asset creations.

PRODUCTION RELATED QUESTIONS

- 1. Would we deliver files for you to have printed?**
Yes, the Partnership handles the production and printing of all creative assets
- 2. What type of file management system does the Partnership currently use (e.g., Google Drive, Dropbox, etc.)? Will the selected agency be expected to use the same system?**
The Partnership currently uses Microsoft One Drive, but the agency chosen is not expected to use the same system
- 3. Is there a preference for the specific software used to create and deploy templates (e.g. Canva or Adobe InDesign)?**
Canva would be the ideal format.

COMMUNICATION QUESTIONS

- 1. What are the Partnership's preferred methods for communication and collaboration (e.g., email, project management tools, regular in-person or video meetings)?**

The marketing team is available for periodic meetings throughout the year, whether in-person or virtual. Ideally, briefs can be shared via Google document or excel sheet for review.

- 2. Will the creative agency engage with additional partners (e.g., Digital Agency, PR Agency, Media Agency, Fabricators, etc.)?**

In the past, the only communication between agencies was for our annual report and the printer to ensure the spacing works for the final printed report. No other cross agency communication is necessary.

- 3. Will the Partnership be responsible for vendor and project management for events and environmental installations?**

Yes the Partnership handles this.

STRATEGIC QUESTIONS

- 1. Will preference be given to agencies located within the BID?**

The Partnership strongly encourages local firms to submit their Creative Services proposals. However, no grading/selection preference will be given to agencies directly located within the BID's boundaries.

- 2. What qualities do you think are most important for your creative partner to possess?**

A strong creative partner must not only have a strong design aesthetic but also a deep understanding of how design aligns with business objectives. We value a partner who welcomes feedback, refines concepts with agility and collaborates to achieve the best outcome.

- 3. Can you elaborate on the Partnership's vision for the potential evolution of brand identity? What aspects are open to change, and what foundational elements should be maintained?**

Our brand identity is quite strong and resonates with our audience. The foundational elements, logo, typography, placements should all remain, but we are open to some color exploration and expression that allows the brand to stay consistent but utilize other methods not seen directly in the brand guidelines. Please see the Dia de Muertos map as a great example of this strategy.

- 4. Can you share a former seasonal campaign or select marketing materials that you think best capture the desired aesthetic and message for Flatiron Nomad?**

Our signature Dia de Muertos event encompasses the full asset exploration and aesthetic for Flatiron NoMad. We have assets across websites, social, outdoor and while the creative resonates with the holiday it remains on brand as Flatiron NoMad. All material can be found in the answers above on our website and social channels.

5. What are your current pain points around your design process? As we plan our proposal, we would like to see where improvements could be made.

The biggest pain point in the design process is timing. We would love to build out templates and in-house ways where our team can create “on-brand” creative when quick turnaround requests occur.

6. Are these materials often created annually and then used throughout the year or refreshed? If refreshed, how many times a year do these types of materials get updated? How many individual marketing assets do you predict will need to be created in the 2025-2026 calendar year?

Most creative assets are produced and used for the entirety of the year. For annual events, the key art is used for multiple years.

7. Beyond consistency, what are your top branding priorities for 2025/26? Driving foot traffic, strengthening partnerships, engaging younger audiences, or all of the above?

We are really looking to focus on the destination aspect of our location and incentivize foot traffic through creative and programs

8. How open are you to certain events having distinct visual identities beyond the core Flatiron NoMad brand?

We are open to suggestions, but the best visual identities were able to take our brand standards and create a unique visual identity with the program. See examples mentioned.

9. For event-based creative, when do you ideally like branding to be involved? Do you see it as a supporting element, or something that helps shape the experience itself?

We really look for creative to shape the experience. We have continued to evolve our offerings over the year to enhance the customer journey where our events are considered.

10. Are there plans to expand digital branding? Interactive displays, AR wayfinding, motion, or other tech-driven experiences?

As of now there are no plans for interactive displays in public, but we are open to exploring opportunities that might come to us in the future.