



GO Buffalo Niagara Design Consultant - Request for Quotes

Solicitor: Green Options Buffalo d.b.a. GObike Buffalo

Date Released: Jan 4, 2022

Program Background:

[GO Buffalo Niagara](#) is a program of [GObike Buffalo](#) that provides our region with better transportation choices. We work directly with employers, property owners, and commuters to encourage more sustainable transportation choices for employees, tenants, students, and visitors. GO Buffalo Niagara promotes sustainable transportation choices by demonstrating their benefits: health and wellness, financial savings, reduced environmental impacts, and sustainable community growth.

Description:

GO Buffalo Niagara (GOBN) is requesting quotes for design services to produce marketing collateral that promote our programs and services to audiences that include commuters, property owners, and employers. Interested parties should provide a breakdown of hours and hourly rates by each deliverable, as well as demonstrate prior experience in producing marketing collateral for similar audiences. GO Buffalo Niagara has existing branding, including a logo, font family, and color palette that should be adhered to in developing the deliverables below.

Deliverables:

1. Develop a B2B promotional trifold brochure. Copy will be provided by GO BN, and the designer will be responsible for conceptualizing, layout, and generating a print-ready design.
2. Develop a commuter-oriented promotional trifold brochure. Copy will be provided by GO BN, and the designer will be responsible for conceptualizing, layout, and generating a print-ready design.
3. Conceptualization and design of infographics. Product should be vector design that can be used across mediums (print materials, social media, digital promotional material). Data and copy (if needed) will be provided by GO BN.
 - a. Average Emissions from Commuters in the US
 - b. Average Cost of Owning and Commuting with a Car in the US
 - c. Average Annual Time Wasted from Traffic Congestion
 - d. Average Annual Financial Loss from Traffic Congestion
 - e. Average Annual Excess Fuel Consumed Per Person due to Traffic Congestion
 - f. Excess CO2 Emissions From Traffic Congestion
 - g. Average Cost to Replace an Employee
 - h. Average Cost to Build Parking



- i. Active Commuting Impacts on Employees
4. Design four digital ads for the following platforms. Conceptualization and copy will be a collaboration between designer and GO Buffalo Niagara:
 - a. Buffalo News
 - b. Buffalo Business First
 - c. Buffalo Rising
 - d. Social Media (Facebook, Instagram)
5. Design two large billboards. Conceptualization and copy will be a collaboration between designer and GO BN.
6. Design a postcard mailer. Conceptualization and copy will be a collaboration between designer and GO BN.

Requested Information:

1. Estimated number of hours necessary to produce each of the deliverable items listed above
2. Hourly rate
3. Total quoted cost by each of the deliverable items listed above. Include cost for one revision for each deliverable.
4. Examples of similar work completed by the designer
5. Additional terms and conditions required by the respondent

Terms and Conditions:

GOBN will acquire and retain full ownership of deliverables, including the final product and source files (Adobe Illustrator and Adobe InDesign files).

GOBN reserves the right to make adjustments to the deliverables in-house after they have been produced.

GOBN is not obligated to publicly credit the designer for work produced.

The timeline for production is Q1 (Jan-Mar) 2022. There may be additional opportunities outside of the deliverables listed above for work beyond that timeframe.

Deadline for Quote: Jan 17, 2022

Submission Contact

Please submit quotes or questions to:

Brendan Seney, Program Manager, GO Buffalo Niagara

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