



Request for Proposal (RFP) #2025-03-06: Graphic Design and Related Services for the City of Huntington

Purpose

The City of Huntington is issuing this Request for Proposals (RFP) to firms or individuals interested in providing branding, marketing, graphic design and other related services to the City. The purpose of this marketing, communication and branding effort is to create an identity reflective of the City's unique qualities and characteristics in a compelling way. This RFP does NOT include website design, maintenance, or hosting services. RFPs must be submitted through BidExpress.com and proposals shall be received until Thursday April 10th, 2025 at 10:00 AM local time. At that time proposals will be publicly opened in the City Clerk's office, 800 5th Avenue Room 135 Huntington WV.

These services shall be provided to the following entities for the City of Huntington:

- Communications Office
- Compass Program
- Huntington Police Department
- Huntington Fire Department
- Development and Plannin (HOME Program, Project Shine, etc.)
- Safety Town

Key Dates

RFP Release Date	March 21st, 2025
Final Date for Clarifying Questions	April 8th, 2025 at 2:00 PM
Proposal Due Date	April 10th, 2025 at 10 AM
Committee Review	The week of April 14 th , 2025

Scope of Work

The vendor must be prepared to deliver the following services to the city in support of our goals:

1. Marketing Strategy and Development
2. Graphic Design (including but not limited to)
 - Promotional materials
 - Signage
 - Brochures



- Posters
 - Logos
 - Monthly Newsletter
3. Social Media Management & Custom Content Creation
 4. Media Management (Digital and traditional advertising)
 5. Event/Strategic Planning
 6. Public Relations

Compensation

The selected designer(s) shall provide a detail of costs to provide these varying services to the City. This should be a monthly retainer to provide the above listed services not include vendors costs for items such as printing costs for promotional materials.

Selection Criteria

Applicants will be minimally evaluated based on the following criteria (100 point grading scale for proposals):

1. Qualifications of the design/development team (40 points) – Five (5) years of experience preferred.
2. Past experience on similar projects (30 points)
3. References (10 points)
4. Cost to provide services requested (20 points)

Proposal Submissions

Submissions should consist of the following:

1. Letter of interest.
2. Overview and background of the firm or individual submitting this proposal.
3. Names of principal employees and their qualifications to provide these services
4. Proposal narrative, including your understanding of the Scope of Work, your vision for the providing these services and other information you would like to include.
5. Detailed timeline of creation, implementation and training.
6. Samples of or links to previous design work relevant to this project.
7. Reference contacts for similar projects. This including names and contact information for individuals who can speak to the team's qualifications.
8. Itemized list of one-time and recurring costs for.



Contact with Evaluation Team: All firms interested in this project, (including the firm's employees, representatives, agents, lobbyists, attorneys and sub-consultants), will refrain under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process; with any person who may play a part in the selection process, including but not limited to, the evaluation team, other city staff. This policy is intended to create a level playing field for all potential firms, assure that contract decisions are made in public and to protect the integrity of the selection process. All contact during this selection process must be addressed to the authorized representative identified below:

Dan Underwood
Purchasing Director