

REQUEST FOR PROPOSALS - 2016 BRANDING DESIGN

TED^xMcAllen is currently and actively seeking proposals from highly qualified graphic designers and/or agencies. You will be requested to design the entire image for the event, taking place August 9, 2016 at the new Embassy Suites by Hilton Conference Center in McAllen, Texas.

The purpose of this request for proposals is to give local artists and designers the opportunity to show the world what they envision our theme to mean through visual arts. How would you visualize the theme of the event? How would you convey our message through your artwork?

Graphic Designers or Agencies should be ready to create banners, name tags, schedules, lanyards, pencils, notebooks, t-shirts, online banners and logos for Facebook, Twitter and other social media sites, as well as content to share online. In addition, marketing materials such as email and document letterhead and templates will be requested and digital media for speaker introductions, pre and post speaker video fills, and sponsorship logo splashes for the projection video screens.

Virtual mock-ups of requested items and any proposed items will be necessary for the team to consider you or your agency. As an example, please view a complete layout of items from a past TEDx event in Portland at <http://www.networkosaka.com/TEDx-Portland-2011> or the winner of the 2015 TEDxMcAllen call for designers: <http://bit.ly/tedxmcallensamplekit>

TED^xMcAllen is an independently organized event licensed by TED. We strive to hold the ideals and maintain the quality that you would find at a TED event. To maintain our licenses organizers must stay true to a strict set of rules enforced by TED. Designers must maintain these rules. These rules are available via the TED website at

<https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/branding-promotions>

Our audience are highly influential members of the greater McAllen community who are open to new ideas. Our event should reflect progress and moving forward, with a touch of local flair. Our 2015 logo and integrated marketing campaign were AAF Gold Addy Award and Best in Show Addy Award winners. We strive to maintain that level of professionalism and quality.

The theme for the TEDxMcAllen 2016 event is "Home Grown."

This theme presents the opportunity to grow and nourish the ideas that are presented, created, and shared at our event. The Home Grown approach is the ability to cultivate something on your own without the need for outside assistance. While that may mean smaller batches, those smaller batches produced with the love and compassion of undivided attention and focus tend to yield better quality. By planting proverbial seeds at the event, we will enable the community to help nurture, cultivate, and grow the ideas that are on the stage.

TED^xMcAllen is a non-profit venture. All staff members work on a volunteer basis. All monies raised from ticket sales will be put back into the production of the event. TED^xMcAllen is prepared to compensate the chosen person/team with an in-kind sponsorship and will be considered a TED^xMcAllen Partner in organizing the event. Monetary compensation will be contingent on the available budget from the event.

Graphic Designers who are interested in submitting a proposal should send renderings of the package that they will offer along with any contact information via email to marketing@tedxmcallen.us or mail them to TED^xMcAllen c/o Drew Lentz 601 N Main McAllen, TX 78501.

All proposals due by Friday, April 15th 2015 at 11:59PM.

Selection will be announced no later than Monday, April 18th 2016..

All materials should be ready to go to press the first week of May.

An informative bid meeting will be held on Saturday, April 9th at 10:00AM at TechPlace, on the 3rd floor of the McAllen Creative Incubator, 601 N Main Street, McAllen, TX 78501. This will be a chance to have questions answered, receive overall clarification, see examples of past events, and get a feel for what we are looking for.

TED*McAllen is not responsible for any cost that is incurred in the preparation of the graphic designers' proposal package.

We reserve the right to make or not make a selection at the conclusion of the RFP process. Submission of an RFP response does not constitute a contract of any kind with TEDxMcAllen, TEDx, or TED events whatsoever.