



**Date: April 29, 2019**

### **I. Request for Proposal:**

Tabernacle Missionary Baptist Church announces a Request for Proposal (RFP) for a logo and branding imagery for the Church's 100th (Centennial) Anniversary celebration to be held during 2019-2020.

Our theme is **Celebrating and Continuing in His Abounding Grace | Lamentations 3:22-24.**

A series of public events and celebrations will be planned throughout the 2019-2020 to commemorate the Church's rich history, steady growth, and exciting future ahead. The logo graphic will be used to develop a broad-based public relations, marketing and media campaign to promote the anniversary and special events hosted by the Tabernacle Missionary Baptist Church Centennial Committee.

### **II. Project Considerations:**

The Centennial Anniversary logo will become the sole property of Tabernacle Missionary Baptist Church including all associated copyrights. The logo should be available in multiple formats to include Adobe Illustrator, Vector, PDF, and Tiff, in color and black and white.

A Review Committee comprised of Centennial Anniversary Steering Committee members and Tabernacle Staff will evaluate all submitted proposals and make the final selection based on factors given under Evaluation Criteria.

### **III. Submittal:**

Each completed printed, Thumb Drive, Digital proposal or CD is to be submitted to arrive no later than 5:00 p.m. on June 3, 2019:

1. Via email;
2. Upload via Tabernacle website; or
3. Sent by standard mail or commercial carrier. (See below for contact information.)

Each submittal should include the following information:

1. An overview of qualifications of the designer or design team, including portfolio design examples or link to digital design portfolio that demonstrate qualifications and prior relevant experience.
2. Describe the strategy, considerations and any initial design ideas the designer/team will use to create the logo design. Although not required, you may submit rough design ideas or concept examples you think appropriate to this project.
3. List the number of design concepts that will be presented for initial consideration, once selected as designer.
4. List the number of edits that will be allowed in the donated logo package, made to the final selected design, once selected as designer.
5. Make confirmation that the project time table, listed below, is possible in your delivery of the

final logo.

6. List three references and contact information for each.
7. Statement of waiver of Design fee, to include all of the requirements listed above.

**RFP must be received back no later than 5:00 p.m. on June 3, 2019.**

**IV. Project Deliverables required by chosen designer:**

1. Attend an initial design overview meeting with members of the Centennial Anniversary Steering Committee, along with a possible minimum of three (3) required meetings throughout the design process. (Some meetings may be held through digital communication, such as email)
2. Pre-determined number of logo concept submissions. (This information will be a part of contract)
3. Pre-determined number of logo edits allowed. (This information will be a part of contract)
4. Full-color recommendations.
5. Final logo design in the following formats: full color and black/white versions in vector, jpeg, pdf.
6. Final design PMS colors.
7. Usage variations of logo, if applicable.

**V. Project Schedule (all dates are 2019):**

May 6	Request for Proposals Released
June 3	Proposals Due (all required elements must be received by 5:00 p.m. on this date)
June 17	Selection of winning proposal announced (pending Pastoral approval)
June 24	Non-winners will be notified by mail. Submitted materials will not be returned.
July 1	Design contract to Tabernacle Leadership for approval
July 15	Project deliverables due

**VI. Evaluation Process:**

All submittals will be evaluated in accordance with the following factors:

- A. Quality of Proposal – Submitted considerations must present its essential visual elements in an engaging style and communicate the purpose of the anniversary to the viewer.

If portfolio designs are submitted in lieu of conceptual designs, the visual elements and logo designs styles will be reviewed to ensure the designer can potentially deliver the appropriate message and appeal to the targeted audience. (Targeted audience: Current Tabernacle Members; past members; community and future visitors and members)

- B. Capability and Capacity of Designer/Design Team – Proposals demonstrate the clear ability to provide required services and meet project time requirements.
- C. Ease of collaboration and the ability to work within the project constraints.

**VII. General Information:**

Please indicate the project name, *Tabernacle Centennial Anniversary*, on the outside of the response

package or in the heading of the email or other digital presentation.

The final selection will be made from a list of three finalists. Non-selectees will be notified by mail.

The award will be made to the highest ranked designer or design team whose proposal is deemed most appropriate to Tabernacle Missionary Baptist Church and its 100th Anniversary partners. All relevant factors will be considered.

**VIII. General questions about the project or RFP should be directed to:**

[centennialcommittee@tmbcdetroit.org](mailto:centennialcommittee@tmbcdetroit.org)

Attention: Duane Hill & Audrey McGresham,  
Public Relations Co-Chairman  
Centennial Anniversary Committee

**IX. How to Submit Proposals:**

Send completed printed, Thumb Drive, Digital proposal or CD is to be submitted to arrive no later than 5:00 p.m. on June 3, 2019:

1. Email: [centennialcommittee@tmbcdetroit.org](mailto:centennialcommittee@tmbcdetroit.org) ;
2. Tabernacle Missionary Baptist Church  
c/o Sis. Audrey McGresham, Public Relations Committee Centennial Anniversary  
2080 W. Grand Blvd  
Detroit, MI 48208  
313 898 - 3525
3. Send your digital proposal to [www.tmbcdetroit.org/centennial-upload](http://www.tmbcdetroit.org/centennial-upload)