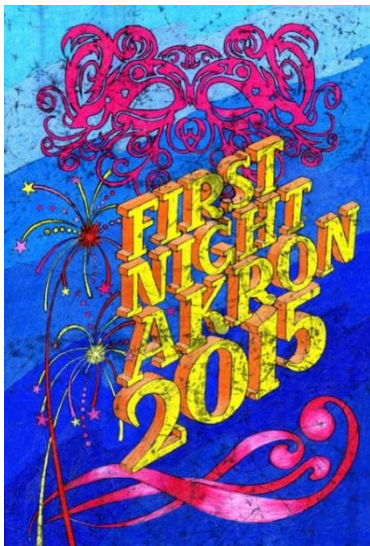


**NOTICE OF REQUEST FOR PROPOSALS (RFP)
FIRST NIGHT BUTTON AND POSTER**



Larry Walker - 2015



Don Drumm - 2016



April Couch - 2017

Examples of past First Night Akron button designs.

TO: ALL LOCAL AND REGIONAL ARTISTS

**FROM: KELLI FETTER, DIRECTOR OF ENGAGEMENT & EVENTS -
DOWNTOWN AKRON PARTNERSHIP**

Date of Issue: July 26, 2017

Deadline for Questions: August 9, 2017

Responses to Questions Posted: August 11, 2017

Proposal Submittal Deadline: September 1, 2017

Contact Person: Kelli Fetter, Director of Engagement & Events
Downtown Akron Partnership
103 S. High St., 4th Floor Greystone Hall
Akron, OH 44308
(330) 374-7676 kfetter@downtownakron.com

Questions: All inquiries and questions about this request for proposals must be submitted in writing by email to Kelli Fetter at the following address: kfetter@downtownakron.com. Questions must be submitted by August 9, 2017. All responses to submitted questions will be published on the First Night Akron webpage www.downtownakron.com/firstnight on August 11, 2017 and will be posted through the close of the submission period.

Overview

Downtown Akron Partnership (DAP) is seeking local artists to create a design for the First Night Akron 2018 admission button and poster. Now, in its 22nd year, First Night Akron is Akron's New Year's Eve community celebration and features the region's best in music, dance, theater, interactive and visual arts from 6pm-midnight. The artwork will be featured on the admission buttons (over 13,000 printed), the poster will be framed and given to sponsors, and the design will be incorporated into all marketing collateral for the event.

Entry Submission

Create a color concept image for the button and the poster. Submit your concept image using [this form*](#). We are interested in a variety of media and techniques. Artwork should be visually active and represent the spirit of First Night Akron. Designs that include logos, copyrighted or trademarked images, advertisements, or political, commercial, religious, or sexual symbols, themes or messages will not be considered. Designs should be appropriate for a diverse, broad-based audience of all ages.

DAP will provide a total honorarium in the amount of **\$500.00**. The artwork will become property of Downtown Akron Partnership.

The artist must be at least 18 years old.

Artists can submit only one concept.

A selection committee will consist of former First Night button artists. Submitted concepts may be subject to modifications from the selection committee.

Upon selection and final design approval, the artist must complete a contract with DAP.

All finished work shall be faithful to the drawings, design, and concept as approved by DAP.

*If you require a paper application please contact Kelli Fetter at (330) 374-7676.

Additional Information

Pretty Pins

Each year enamel lapel pins are made using the button art. These "pretty pins" are not sold. They are presented to our VIPs including sponsors, committee chairs and Downtown Akron Partnership employees. You do not need to handle any of the design work for the Pretty Pin. The company we work with will convert your design.

Expectations of Selected Artist

- Must give approval for art to appear in all related print/promotion/marketing and souvenir items related to First Night Akron.
- Be available for poster signing. Attendance at public appearances, media interviews, promotional events and First Night are encouraged but subject to availability.

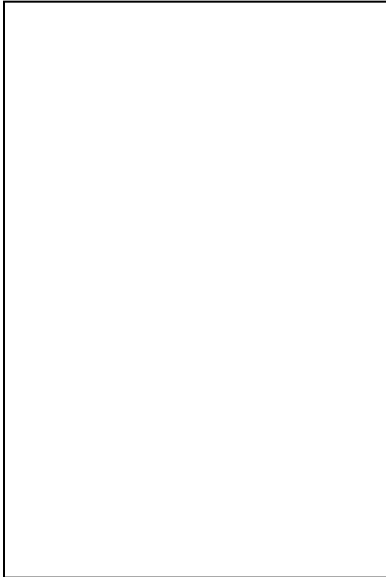
Requirements for the Poster Design

- Must incorporate the button art concept
- Concept must include the following copy:
 - o First Night Akron is a program of Downtown Akron Partnership
 - o Founding Partners: City of Akron, Akron Beacon Journal, Ohio.com
 - o www.firstnightakron.org

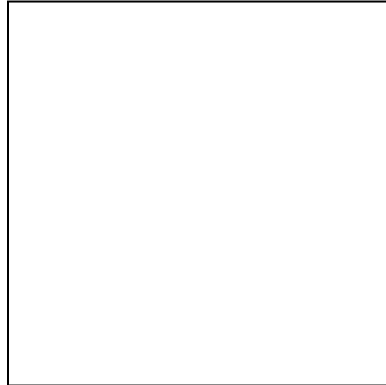
Requirements for the Button Design

- Concept must fit one of the following formats:

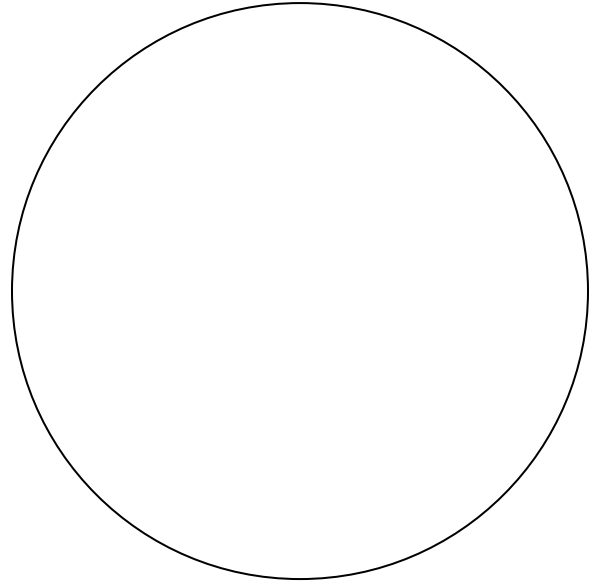
2"x3" rectangle



2" square



3" circle



- Concept must include the copy "First Night Akron 2018"
- Please consider the following when designing the button art. First Night Akron is:
 - o Family-friendly
 - o A celebration of the New Year and the passage of time
 - o A celebration of visual and performing art
 - o A downtown Akron-centric event
 - o Please refrain from using licensed logos or images (i.e. Goodyear, Firestone, Bridgestone, etc.)
- Artwork will be reproduced as a small button and a large poster.
Needs to be easily reproduced in color, grayscale and line art.

Terms and Conditions

DAP reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, DAP by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If DAP, for any reason, is unable to reach a final agreement with this finalist; DAP then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. DAP may also elect to reject all proposals and re-issue a new RFQ.

Clarification of proposals: DAP reserves the right to obtain clarification of any point in a consultant's proposal or obtain additional information. Any request for clarification or other correspondence related to the RFQ shall be in writing or email, and a response shall be provided within three (3) business days.

DAP is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability and most qualified to meet the needs of the project. DAP reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of DAP. DAP reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.