



Request for Proposal for Graphic Design Services

Contact Information

Host Organization: [National American Indian Housing Council](#) (NAIHC)
Organization Contact: Bill Picotte, Deputy Director, NAIHC, wpicotte@naihc.net
Key Contact Person: April Hale, Communications Consultant, ahale@naihc.net
*Email communication preference preferred.

Organization billing and mailing address:
National American Indian Housing Council
122 C Street NW, Suite 505
Washington, DC 20001

Organization:

NAIHC is composed of 271 members representing 467 tribes and housing organizations. NAIHC also has associate and individual members and organizations that support our mission. NAIHC is led by a 10-member Board of Directors representing Native housing entities in nine geographical regions throughout the United States. NAIHC is the only national membership organization that represents housing interests of Native people who reside in Indian communities, Alaska Native Villages, and on native Hawaiian Home Lands.

NAIHC Mission:

To effectively and efficiently promote and support American Indians, Alaska Natives and native Hawaiians in their self-determined goal to provide culturally relevant and quality affordable housing for native people.

Scope of Work

NAIHC hosts three events a year – the Legislative Conference, Annual Convention and Tradeshow, and Legal Symposium. Each event has a target audience and key messages.

The Legislative Conference is the smallest of the three meetings and most sessions are at the event venue (usually near the Capitol for easier access to meetings with Members of Congress). The audience for this conference is tribal housing decision makers (executive directors, CEOs, board members, lobbyists/advocates, lawyers). It focuses on advocacy and policy making. Lawmakers and federal agency representatives are invited as speakers and attendees are encouraged to meet with their Congressional delegation. NAIHC staff helps with setting up those meetings. Sponsorships are available and there are no exhibitors. Follow the link to view the 2022 Legislative Conference: <https://naihc.net/legislative-conference/>.

The Annual Convention is the largest event and hosted in partnership with AMERIND. The audience for this conference, ranging from 600-750 attendees is broad including all tribal housing professionals. NAIHC puts out a call for proposals for the breakout sessions and AMERIND's staff usually offers a set of insurance and risk-centered trainings. Event includes sponsors and exhibitors. Follow the link for the 2022 Annual Convention: <https://naihc.net/annual-convention/>.

The Legal Symposium usually draws anywhere from 400 to 550 attendees and is held in Las Vegas, Nevada. This conference covers the legal and policy aspects of tribal housing and draws mostly lawyers and consultants representing tribal housing authorities. Sponsors and exhibitors for this event. Follow the link for the 2022 Legal Symposium: <https://naihc.net/legal-symposium/>.

All three annual events need design work:

- 1) Legislative Conference – Date TBD in Washington, DC
 - a. Scope of Work includes:
 - i. Use existing branding to enhance design concepts and themes
 - ii. Save the Date and mailer (5.5x4.25 inches postcard)
 - iii. Program design (4.25x5.5 inches small pocket size, approximately 9 pages including covers, full color)
 - iv. Social graphic template (Canva)
 - v. Website banners (Facebook: 1050x600 pixels and Cvent: 1050x210 pixels)
 - vi. Email signature block (1050x550 pixels)
 - vii. PowerPoint template (widescreen 16:9)
 - viii. Event signage template (24x36 inches)

- 2) Annual Convention – May 8-11, 2023 in Waikoloa, HI
 - a. Scope of Work includes:
 - i. Conference branding and artwork for all marketing materials (work with staff to develop concepts and themes)
 - ii. Save the Date and mailer (5.5x4.25 inches postcard)
 - iii. Program design (8.5x11 inches standard size, approximately 52 pages including covers, full color)
 - iv. Social graphic template (Canva)
 - v. Website banners (Facebook: 1050x600 pixels and Cvent: 1050x210 pixels)
 - vi. Email signature block (1050x550 pixels)
 - vii. PowerPoint template (widescreen 16:9)
 - viii. Event signage template (24x36 inches)

- 3) Legal Symposium – Fall/Winter 2023 Date and Location TBD
 - a. Scope of Work includes:
 - i. Use existing branding to enhance design concepts and themes
 - ii. Save the Date and mailer (5.5x4.25 inches postcard)
 - iii. Program design (8.5x11 inches standard size, approximately 24 pages including covers, full color)
 - iv. Social graphic template (Canva)
 - v. Website banners (Facebook: 1050x600 pixels and Cvent: 1050x210 pixels)
 - vi. Email signature block (1050x550 pixels)

- vii. PowerPoint template (widescreen 16:9)
- viii. Event signage template (24x36 inches)

Successful contractor must:

- Be responsive and communicate well with event and communications staff
- Involve key staff in developing themes and visual look for event
- Effectively adapt our key message for the audiences we identify (members and granting agencies, legislators, vendors, sponsors, tribal leaders)

Project Timeline: Varies by event

Selected contractor will meet with key staff and volunteers to discuss project in detail, review timelines, and identify deliverables.

In addition, the selected candidate will work with the client to:

1. Produce a project timeline
2. Develop design concept for each event
3. Work to complete all outlined print pieces
4. Work with Event Planner to deliver final documents to printer
5. Work with programs capable with NAIHC and provide final files

Proposal Submissions and Evaluation

Proposal submission should include:

1. Brief background of your agency/organization
2. Relevant experience on similar request for proposal
3. Statement/Scope of Work
4. Suggested (or sample) communication elements
5. Desired professional fees required
6. References from similar engagements

Evaluation of proposals are made based on clarity, specificity, and outline of how the contractor will address the needs indicated here and cost. Following proposal submission and the initial review process, all RFP respondents will be notified of the outcome.

Proposals must be received electronically (preferable) or via mail no later than November 18.

Plans are to award a contract as soon as possible, with work commencing immediately thereafter.

For more information or to submit a RFP, please contact April Hale at ahale@naihc.net and Bill Picotte at wpicotte@naihc.net.