



# City of Leavenworth

## Request for Proposals for 2026 On-Call Graphic Design Services and Support

The City of Leavenworth is soliciting a Request for Proposal from firms and/or individuals qualified to provide on-call graphic design services.

One (1) electronic (PDF) version of the complete proposal may be submitted via email to Kara Raftery, Communications & HR Manager at [kraftery@cityofleavenworth.com](mailto:kraftery@cityofleavenworth.com) on or before **11:59 PM on Monday, April 13, 2026**. Late proposals will not be accepted. Proposals will be accepted in the requested format.

Proposals shall be emailed as stated above and display **“Proposal – On Call Graphic Design Services”** in the subject line.

Questions regarding this solicitation should be directed to Communications & HR Manager, Kara Raftery, by email at [kraftery@cityofleavenworth.com](mailto:kraftery@cityofleavenworth.com).

### PROJECT OVERVIEW

Proposals are requested from firms and/or individuals capable of providing the City of Leavenworth with On-Call Graphic Design Services and Support. Upon review of the proposals, the City will make a final decision as to which specific services will be performed and develop a timeline of performance. The anticipated services are listed in the Scope of Work below.

Expert storytelling and showcasing a high capability to convey complex topics, projects, or initiatives in an easy-to-understand manner are critical.

### SCOPE OF WORK

The City wishes to contract with a firm or individual that can provide highly responsive services while maintaining quality and engaging on-brand materials to support internal and external projects for a wide variety of communications efforts across multiple departments.

Below is a list of potential support services that include, but are not necessarily limited to:

### **Visual Identity & Brand**

- **Modernization:** Refreshing or developing new branding for certain efforts into scalable digital formats.
- **Brand Style Guides:** Creating a "playbook" that defines official colors, typography, and usage rules for all departments.
- **Sub-Branding:** Developing distinct related identities for specific initiatives.

### **Public Information & Wayfinding**

- **Infographics:** Translating complex city budgets, zoning changes, or annual reports into easy-to-digest visual charts.
- **Wayfinding & Signage:** Designing cohesive street and parking lot signs, park banners, and other monument signs that enhance the city's character.

### **Digital & Social Communication**

- **Social Media Templates:** Providing "plug-and-play" templates for alerts, event announcements, and meeting reminders.
- **Website UI/UX Support:** Designing intuitive layouts for the city portal, ensuring it is mobile-friendly and compliant with accessibility standards (ADA).
- **Email Newsletters:** Designing branded templates for platforms like Constant Contact to keep the community informed and engaged.

### **Community Engagement & Events**

- **Event Collateral:** Posters, flyers, and digital banners for city-hosted events.
- **Promotional Kits:** Brochures and maps.
- **Print Publications:** Layout design for the city updates or program guides.

**Special projects as assigned** (i.e., template development, form creation, etc.).

### **BUDGET**

- Provide the Firm's fee structure, including appropriate "rate sheets."
- Provide the Firm's fee structure for services outside the Scope of Work.

The budget should include account management fees, out-of-pocket project-related expenses, travel to and from the City of Leavenworth (if any), and the costs associated with it.

### **PROPOSAL REQUIREMENTS**

To be considered responsive, proposals must contain the following:

#### **Technical Proposal Elements**

1. Description of the proposed approach to support the City.
2. Person who will be the primary point of contact.
3. Qualifications of the respondent to provide the requested services, including capability, capacity, similar complex projects, and related experience, and client references.
4. A listing of the staff to be assigned to this engagement and their respective qualifications, past experience on engagements of this scope, including resumes, and their role in those past engagements.

5. Include a concise, clear, and comprehensive portfolio of past assets and/or client relationships with projects that align with the scope of work outlined above.

### **PROPOSAL SUBMISSION**

Responses to the RFP are due by **11:59 PM on Monday, April 13, 2026**. One (1) electronic (PDF) version of the complete proposal may be submitted via email with **“Proposal – On Call Graphic Design Services”** displayed in the subject line. Note: No phone calls or late responses will be accepted.

Questions, interpretations, or clarifications concerning the RFP should be directed by email to Communications & HR Manager, Kara Raftery, at [kraftery@cityofleavenworth.com](mailto:kraftery@cityofleavenworth.com) no later than 5:00 PM on Thursday, April 9, 2026.

Responses to questions, interpretations, or clarifications concerning the RFP will be posted online via addendum at [www.cityofleavenworth.com](http://www.cityofleavenworth.com) by 11:59 PM on Friday, April 10, 2026, to ensure equal awareness of important facts and details.

Received proposals will be reviewed and evaluated based on cost, completeness, qualifications of assigned personnel, proximity to the City of Leavenworth, and ability to respond to inquiries within 24 hours.

### **TERMS AND CONDITIONS**

The City of Leavenworth exercises its discretion in selecting a firm or individual that presents the proposal that, in the sole judgment of the City, best serves the interests of the City. The City reserves the right to waive minor irregularities in any proposal, reject any proposal that fails to meet the proposal requirements in any respect, reject all proposals for any reason, or to cancel in part or in its entirety the Request for Proposals.

This Request for Proposal does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified firm, or to modify or cancel in part or in its entirety the proposal if it is in the best interest of the City to do so.

The City of Leavenworth reserves the right to terminate this solicitation before entering into any agreement with any qualified firm pursuant to this Request for Proposal, and by responding hereto, no firm is vested with any rights in any way whatsoever.

All costs for developing a response to this request are the obligation of the respondent and are not chargeable to the City. The respondent must bear all costs associated with the preparation of the submittal and of any oral presentation requested by the City. All responses and accompanying documentation will become the property of the City and will not be returned. Proposals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the City Contact listed in Section 7.0 of this Request for Proposal. Proposals cannot be withdrawn after the published close date.

The City of Leavenworth reserves the right to contract with one or more firms and/or individuals that are deemed qualified based on the submitted proposals.

The City of Leavenworth, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252,42 U.S.C. 2000d to 2000d-4) and the Regulations, hereby notifies all consultants that will affirmatively ensure that any contract entered into pursuant to this request for qualifications, disadvantaged business enterprises will be afforded full and fair opportunity to submit proposal in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.