



Request for Qualifications

**Graphic Design, Marketing, and Events Consultant
for SBGP's 10th Anniversary**

Issue Date: October 2, 2025

Submission Deadline: 5:00 p.m. on October 31, 2025

Email to: procurement@sbgpartnership.org

Contents

- 1.1 Overview/Purpose 3**
- 2. Request for Qualifications 3**
 - 2.1 Inquiries 3**
 - 2.2 Closing Date..... 4**
 - 2.3 Late Responses 4**
 - 2.4 Review and Selection 4**
 - 2.5 Acceptance of Responses 4**
- 3. Services 4**
 - 3.1 Project Overview..... 4**
 - 3.2 Baseline Vendor Scope: 5**
 - 3.3 Justice, Equity, Diversity, Inclusion (JEDI) Project Values 6**
 - 3.4 Accessibility..... 6**
- 4. Qualifications and Evaluation Criteria 6**
- 5. Submission Requirements 7**
- 6. Equal Opportunity 7**
- 7. MBE/WBE Goals 7**
- 8. Conflict of Interest..... 7**
- 9. Limitations 8**

1.1 Overview/Purpose

The South Baltimore Gateway Partnership (SBGP) is preparing to celebrate its 10th anniversary in 2026. To commemorate this milestone, SBGP is seeking a qualified consultant—either an individual or firm—with expertise in graphic design, marketing, and event planning to lead the development and execution of a comprehensive anniversary campaign.

This campaign will honor SBGP’s legacy, elevate its brand, and engage residents, stakeholders, and partners through a coordinated mix of visual storytelling, strategic communications, and celebratory events. The selected consultant will collaborate with SBGP staff and community partners to create a compelling visual identity, produce engaging content across multiple platforms, and design and implement events that reflect the values and impact of SBGP’s work.

In addition to branding and marketing, the consultant will support the planning and execution of anniversary-related events, which may include community gatherings, stakeholder receptions, public showcases, and media opportunities. These events will serve as key touchpoints to celebrate SBGP’s achievements, amplify community voices, and foster deeper connections across the 17 neighborhoods we serve, known as the SBGP District.

The campaign will be rooted in SBGP’s commitment to justice, equity, diversity, and inclusion (JEDI), and will prioritize accessibility, authenticity, and community representation. Through this effort, SBGP aims to reaffirm its mission, inspire future investment, and celebrate the promise fulfilled through casino revenue reinvestment in South Baltimore’s neighborhoods.

1.2 Background

SBGP is an economic development authority working in the neighborhoods of South and Southwest Baltimore, funded by casino revenues. When slot machine gambling came to Maryland, Baltimore residents were promised resources to improve their communities. SBGP was established in 2016 to fulfill that promise, stewarding funds into neighborhoods surrounding the Horseshoe Casino through a variety of programs and projects aligned with the South Baltimore Gateway Master Plan supporting community development and revitalization, health and wellness, and environmental sustainability. SBGP is not an agency of the City of Baltimore or the State of Maryland. It is governed by a Board of Directors comprised primarily of residents of the District and representatives of businesses located in the District.

The SBGP Anniversary team has completed several steps in developing the initial framework that includes the goals, metrics, initial events, talking points for communication campaigns and new webpage content for the anniversary campaign. SBGP seeks selected vendor’s feedback and input on our detailed Framework and webpage and branding guide. The vendor will not be starting “from scratch” in setting direction for the project.

2. Request for Qualifications

2.1 Inquiries

All inquiries related to this RFQ are to be directed, in writing, to Acacia Asbell, Community Grants Director for the South Baltimore Gateway Partnership, at procurement@sbqpartnership.org. Information obtained from any other source is not official and should not be relied upon.

2.2 Closing Date

All submissions must be made electronically to procurement@sbgpartnership.org, in PDF or Microsoft Word format, by **5:00 p.m. on Friday, October 31, 2025**. Hard copies will not be accepted. Responses must include a cover page clearly marked with the name, address, phone number, and email of the respondent.

2.3 Late Responses

Late responses will not be accepted and will be returned to the responder with a letter of explanation.

2.4 Review and Selection

Qualifications will be reviewed by SBGP staff and selection committee. The reviewer(s) will check responses against the criteria listed below. Only responses meeting the criteria will be considered for further review. Responses meeting the criteria may be contacted for subsequent interview(s) prior to final selection.

The goal of all SBGP contracting and procurement is to ensure the best use of public funds to serve the public good by fulfilling SBGP's mission while adhering to the highest standards of professionalism and ethics. SBGP is committed to ensuring that all funds entrusted to the entity are appropriately allocated using fair, ethical, equitable, responsible, and transparent practices that demonstrate integrity.

These values guide all SBGP conduct and decision making related to procurements, bids/estimates for goods and services, agreements, contracts, and related forms of commitments.

Selection will be made by approximately mid-to-late November.

2.5 Acceptance of Responses

This RFQ is not a binding agreement to purchase goods or services. Responses to an RFQ are assessed in light of the qualification review criteria. Depending upon the volume of responses, SBGP may develop a shortlist of responders for subsequent interview(s) prior to making a final selection.

3. Services

Qualified respondents will be expected to provide a comprehensive suite of services in graphic design, marketing and communications, and event planning and implementation to support SBGP's 10th anniversary campaign. The specific scope of work will be collaboratively developed with SBGP and formalized in a written contract.

3.1 Project Overview

The selected consultant will serve as a strategic partner in planning and executing SBGP's 10th anniversary campaign. They will provide integrated services in **graphic design, marketing, and communications**, and **event planning and implementation**. This includes developing a cohesive visual identity, crafting and managing a multi-platform marketing campaign, and designing inclusive, community-centered events. The consultant will work closely with SBGP staff and stakeholders to ensure all campaign elements reflect SBGP's mission and values. The precise scope of work will be co-developed with SBGP and formalized in a written contract.

3.2 Baseline Vendor Scope:

Graphic Design Services

1. Develop a cohesive visual identity for the anniversary (logo, color palette, typography) that complement existing graphic standards.
2. Design print and digital materials including invitations, tickets, flyers, banners, social media graphics, event signage, video, and promotional items.
3. Create branded templates for internal use (e.g., PowerPoint presentations, email headers).
4. Ensure all designs align with SBGP's existing brand standards (fonts, colors, templates will be provided).
5. Provide accessible design elements including alt text, image descriptions, and high-contrast visuals.

Marketing & Communications Services

6. Develop a strategic marketing and communications plan for the anniversary campaign and related events to integrate with existing SBGP communications.
7. Craft messaging and content for social media, newsletters, press releases, and other outreach materials.
8. Coordinate media outreach and community engagement efforts.
9. Develop a content calendar and advise on storytelling opportunities, event promotion, and content strategy, including featuring SBGP-funded projects every other month as part of the content calendar.
10. Feature SBGP-funded projects every other month as part of the content calendar.
11. Conduct and edit interviews with SBGP partners and stakeholders.
12. Develop evergreen testimonials/videos and media to be incorporated into new SBGP website and marketing tools.
13. Ensure equitable representation of all 17 neighborhoods in campaign content.
14. Collaborate with SBGP to identify recurring and campaign-specific hashtags.
15. Evaluate and share measures of success.

Event Planning & Implementation Services

16. Create a comprehensive event strategy that aligns with the goals of the anniversary campaign.
17. Plan and execute a variety of anniversary-related events, including community celebrations, stakeholder receptions, and public showcases.
18. Lead meetings with vendors and serve as the primary liaison to ensure seamless coordination and communication.
19. Manage all logistical aspects of events, including venue selection and confirmation, vendor coordination, permits, signage, insurance, media engagement, accessibility accommodations, and ASL interpretation services for media and press events.
20. Event support to include: Ticketing, ticket scanning, text-to-give capabilities, mobile real-time bidding, tap to pay, auto charge, revenue generated tally, etc.
21. Provide day-of event support, including staffing check-in areas, managing the event schedule and speakers, overseeing media presence, coordinating vendors, and resolving any unexpected issues.
22. Create visually engaging event materials such as signage, programs, and branded giveaways.

23. Support pre- and post-event promotion through digital platforms and print media to maximize visibility and engagement.
24. Ensure all events reflect SBGP's JEDI (Justice, Equity, Diversity, and Inclusion) values and are welcoming and accessible to all community members.

3.3 Justice, Equity, Diversity, Inclusion (JEDI) Project Values

The South Baltimore Gateway Partnership's approach centers on justice, equity, diversity, and inclusion. These values will be communicated through the project's online presence, through social media channels, and messaging and events.

3.4 Accessibility

Digital content and events will be accessible to the fullest extent possible as part of the project's commitment to JEDI values. Accessibility requirements are subject to change based on best practices.

1. Digital accessibility requirements:

- Imagery such as photos, graphics, and other images will be assigned alt text.
- Content with imagery will include image descriptions.
- Videos will contain captions.
- High-contrast, branded color pairings for font.
- Fully capitalized words reserved for acronyms only (e.g., free vs. FREE).
- PDFs will be tagged for informational hierarchy for screen readers and adhere to the previously listed accessibility requirements.
- Use of camelback hashtags (e.g., #SouthBaltimore).

2. Event accessibility requirements:

- An option for accommodation requests.
- An engaging, virtual option for participants that cannot attend in-person.
- ADA accessible in-person locations.
- Details of the event must include accessibility information (ex. First-floor meeting space or elevator, etc.).
- Public, press events must include ASL interpretation.

4. Qualifications and Evaluation Criteria

The ideal firm or team should demonstrate expertise across the three core service areas—graphic design, marketing and communications, and event planning. Successful applicants will meet the following qualifications:

1. Proven experience in nonprofit branding, strategic communications, and event planning.
2. Strong portfolio showcasing relevant work in visual design, campaign development, and event execution.
3. Ability to collaborate effectively with internal teams, external partners, and community stakeholders.
4. Demonstrated experience working with diverse communities.
5. Familiarity with the South Baltimore community and/or experience working in diverse urban neighborhoods is a plus.

6. Capacity to manage timelines, deliverables, and logistics across multiple project components.
7. Technical capabilities to deliver the envisioned project, including graphic/web design expertise, and WCAG knowledge.

5. Submission Requirements

Please include:

1. A narrative describing the qualifications of your firm or team, responding specifically to the evaluation criteria listed above.
2. Examples of similar or relevant projects you have completed.
3. Profiles, including qualifications, of key team members.
4. A disclosure of any actual, potential, or perceived conflicts of interest (see below).

6. Equal Opportunity

SBGP will not discriminate in its procurement with regard to race, ethnicity, religion, gender, sexual orientation, national origin, marital status, age, disability, or any other characteristic protected by law.

SBGP reserves the right to select, from among a pool of qualified proposals, the team that best provides an opportunity to further our mission through Impact Investment.

7. MBE/WBE Goals

SBGP strongly encourages minority-owned and woman-owned firms to submit proposals. Respondents should indicate whether they are certified as a minority business enterprise (MBE) and/or women's business enterprise (WBE) by the City of Baltimore. By law, casino revenues spent by SBGP must meet the goals of 27 percent MBE participation and 10 percent WBE participation. Applicants expect to develop, as needed, an MBE/WBE procurement plan tailored to the scope of work.

8. Conflict of Interest

SBGP is a public body operating within a tightly defined geographic boundary, with a large board of directors and a wide range of project partners across the private, public, and non-profit sectors. As a result, it is common for participants in one SBGP project to overlap with, or have personal or professional relationships with, participants in another SBGP project. While this is generally a benefit to the communities involved, it introduces the possibility of conflicts of interest.

SBGP takes seriously its commitment to avoid actual, potential, or perceived conflicts of interest. The respondent should disclose any such conflicts of interest in writing. The reviewer(s) will consider the nature of the respondent's responsibilities and the degree of potential or apparent conflict in deciding the course of action that the respondent needs to take to remedy the conflict of interest.

9. Limitations

SBGP reserves the right to select the respondent of its choosing, to reject all responses, or to terminate this request at any time. SBGP may issue a new request, extend the deadline, or make other good faith efforts to expand the applicant pool if the market for goods or services is limited. In the event that the selected firm or team fails to perform adequately during the application phase, or that grantor rules require it, SBGP reserves the right to select a new firm or team for the implementation phase.

Neither this request, nor any proposals provided in response to it, constitute a contract between SBGP and the applicant(s). Selection by SBGP does not guarantee that the parties will successfully negotiate or execute a contract, and final scope or contract details may vary from the description contained herein.

Applicants who are not successful may request a meeting to debrief about the selection process. SBGP documents created or used during the selection process, including any score cards, notes, emails, memos, or other written materials, are internal materials and will not be made available.

Late proposals, or proposals that are not fully responsive to the requirements listed herein, will be disqualified.