



REQUEST FOR PROPOSALS:
GRAPHIC DESIGN: 2018 EXCELLENCE IN GSI AWARDS
for the Sustainable Business Network of Greater Philadelphia



Background Information

The Sustainable Business Network of Greater Philadelphia (SBN) is a community of local independent businesses that demonstrates the degree to which businesses can build profitable enterprises while serving community needs and protecting the environment. SBN's mission is to build a just, green, and thriving economy in the Greater Philadelphia region. Since 2001, SBN has been the region's leading advocacy and membership organization for businesses committed to improving their environmental and social impact as well as their profitability.

SBN offers a variety of programming to our members and the broader local business community throughout the year:

- We connect members with each other, as well as decision makers, to exchange learnings and best practices, bond over commonalities, and share ideas for how policies and processes could better support local businesses to grow and thrive.
- We promote our members within and outside of our network, as well as the strengths of a local economy and triple bottom line practices.
- SBN advocates on members' behalf throughout the year to ensure that small, locally-owned, and environmentally- and socially-minded businesses are fully supported to start, grow, and thrive.

The Green Stormwater Infrastructure (GSI) Partners is a signature initiative of SBN working to advance the local GSI industry, innovation, and the local economy as it relates to GSI. SBN launched the initiative in response to Philadelphia's ambitious and innovative stormwater management plan, *Green City, Clean Waters*, which is prioritizing nature-based practices to meet Clean Water Act regulations. The GSI Partners advocate for the facilitation and incentivization of the greenest approaches possible, as well as for the public and private investment in GSI to be spent with local businesses. Members include locally-owned engineering and landscape architecture firms; landscape design, build, and maintenance firms; and material suppliers whose services and products pertain to GSI. Members are recognized as experts locally, regionally, and nationally.

SBN supports *Green City, Clean Waters* and its triple-bottom line approach, and through the GSI Partners, SBN is working to maximize the local economic, environmental, and social impact of the plan.



Statement of Purpose

SBN’s GSI Partners are hosting the Excellence in GSI Awards Ceremony to celebrate green stormwater infrastructure projects in the Greater Philadelphia Area and the public and private partners who make these projects successful. Upwards of 150 stakeholders will gather to recognize the region’s leaders and innovators in the public and private sectors who are demonstrating the environmental, social, and economic benefits that a nature-based approach to stormwater management brings. Excellence in GSI will be recognized in the categories of public projects, private projects, early adopters, research, and leadership.

This event comes at the 7 year anniversary of Philadelphia’s nationally-recognized 25-year stormwater management plan, *Green City, Clean Waters*.

Scope of Work

SBN is seeking a graphic designer to design SBN’s Excellence in GSI Awards collateral:

- Logo
- Website collateral
 - Save the Date
 - Join Us
 - Tickets on Sale
- Awards Program Booklet
- Awards Certificates

Timeline

Issue Date	October 5, 2017
Submission Due	November 10, 2017
Final Decision	November 22, 2017
Deliverable deadline (medallion and website collateral)	January 19, 2018
Deliverable deadline (awards program and certificates)	April 27, 2018
Contact	fran@sbnphiladelphia.org



SBN's Principal Points of Contact

- Project lead: Fran Lawn, Manager GSI Partners
- Oversight and final approval: Anna Shipp, Executive Director

Budget

- SBN's budget for this project is \$2,000.
- SBN expects designer to work with SBN to prioritize the project objectives in order to maximize the budget.

Selection Criteria

- Generally speaking, SBN will evaluate proposals based on:
 - The designer's demonstrated experience with similar projects,
 - The designer's demonstrated ability to complete projects within the timeline and budget agreed upon, and
 - The designer's references
- SBN has a strong commitment to hiring local, independent firms, as well as firms that are aligned with our mission.

Proposal Requirements

Proposals should be emailed in .PDF format to Fran Lawn, Manager at fran@sbnphiladelphia.org by 5:00 pm on November 10, 2017.

The submission should include:

- Information about your company
- A summary and samples of the designer's work on similar projects
- A minimum of three references with contact information (phone and email) for which the designer has provided similar services to those specified in the RFP.