



# OPUS X 2018

## Branding and Promotion

### Request for Proposals

#### Organization and Event Background

Allied Arts, a United Arts Fund, is an advocate for the arts in central Oklahoma. Allied Arts serves approximately 40 organizations annual, raising awareness of the arts, promoting arts education for the underserved and mobilizing support for arts organizations.

OPUS is Allied Arts' biennial fundraising gala and raised more than \$239,000 in 2016. This year, the event will take place at The Criterion on Friday, October 12, 2018. The theme is still to be determined, but the event will include an open bar, food stations, a silent auction and entertainment throughout the venue.

More than 400 guests attended in 2016 and just as many as expected this fall. Party-goers will be anywhere from their mid-30's to 70's. Tickets are \$250 each.

#### Group Need, Assignments and Timeline

The OPUS planning committee is looking to partner with an agency or designer to create an event brand identity and promotional materials. The brand will be used in all OPUS print materials and will be many individuals' first impression of the event.

Specific needs include:

- Developing a brand identity for the event (Spring 2018)
  - A logo and "look" for all materials, including a color palette that can be used in other aspects of the event
  - The graphic design should be consistent with the theme
- Creating print materials (Estimated target dates for distribution):
  - Postcard save-the date (March)
  - Invitation (end of July) – including possible inserts such as lists of auction and raffle items or event ticket
  - One full page ad (early August)
  - Program (early September)
  - Event signage (mid/late September)
- Creating electronic materials:
  - Save-the-date email (March)
  - Social media-friendly graphics (early August)
  - Digital billboard (early August)
  - Digital event signage – which could include a slideshow or Prezi (September)

Please note that a few of the deadlines above will require a fairly quick turnaround. We are committed to moving quickly, and we hope you will be too!

#### Request for Bids

- Please respond to Toni Allen, Marketing & PR Manager, by **March 16, 2018**. Send bids to [toni.allen@alliedartsokc.com](mailto:toni.allen@alliedartsokc.com) or 1015 N. Broadway, Suite 200, Oklahoma City, OK 73102.
- Include your quoted price, highlighting any in-kind donation or ticket trades, and past work that is reflective of this assignment.

Preference will be given to designers based on price and those demonstrating creative and high-end work that would appeal to our target audience.

**Questions?** Contact Toni Allen at [toni.allen@alliedartsokc.com](mailto:toni.allen@alliedartsokc.com) or (405) 278-8944 ext. 208. Additional organization background can be found at [alliedartsokc.com](http://alliedartsokc.com).