

REQUEST FOR QUOTE

Graphic Design & Marketing Materials

Golden Hour Unboxed Event

PROJECT OVERVIEW

Issuing Organization: ToyBox Consulting and Management LLC

RFQ Issue Date: February 1, 2026

Proposal Deadline: Open until filled (review begins immediately)

Contract Award: Rolling basis - interviews conducted as qualified proposals received

Project Duration: April 2026 - June 2026

Hourly Rate: \$40-50/hour

Estimated Hours: 16-19 hours

1. Introduction

ToyBox Consulting and Management LLC is seeking a graphic designer to create marketing materials for Golden Hour Unboxed, a free cross-cultural community event celebrating Black entrepreneurship, creativity, and cultural exchange in Bellevue, Washington.

This project focuses on graphic design and file creation. ToyBox will provide creative direction, copy, and handle City approvals and social media management. The selected designer will translate this direction into professional print and digital marketing assets.

Sponsorship Opportunity: Organizations serving the Eastside and those who see value in cross-cultural programming are invited to inquire about event partnership and marketing sponsorship opportunities. This RFQ represents a portion of the total marketing needs. Contact katoya@toyboxconsulting.net for partnership information.

This event is funded by the City of Bellevue's Cross-Cultural Center Without Walls program and aims to bring together 150 residents across generations through art, storytelling, and cultural exchange.

2. About Golden Hour Unboxed

Event Overview

- **Date:** Saturday, August 23, 2026, 6:00 PM - 9:00 PM
- **Location:** Bellevue, WA
- **Expected Attendance:** 150 people
- **Admission:** Free and open to all
- **Focus:** Highlighting Black entrepreneurs, creatives, and Eastside-serving businesses and social impact organizations

Target Audiences

- Black entrepreneurs, creatives, and emerging business owners
- BIPOC and LGBTQ community leaders, business owners, and influencers
- Eastside-based businesses and social impact organizations
- Multicultural families and residents seeking cross-cultural experiences
- Community members interested in supporting diverse local businesses

Brand Direction

Golden Hour Unboxed has an established warm, botanical-inspired brand identity. Complete brand guidelines will be provided to the selected designer, including color palette, typography, logo, and visual style.

3. Scope of Work

Division of Responsibilities:

- **ToyBox will provide:** Creative direction, content/copy, City of Bellevue approvals, social media management and posting
- **Contractor will provide:** Graphic design, layout, file preparation, and delivery of print-ready and web-ready materials

Estimated Hours by Deliverable

The following represents the approximate hours budgeted for each component of the project. Contractors should review and indicate if they believe adjustments are needed based on their process.

Deliverable	Est. Hours	Description
Project Kickoff & Brand Review Initial meeting, review brand guidelines	1	Setup
Event Flyer (2 versions) Version 1: Early promotion (no sponsors); Version 2: Final with sponsors/lineup. City template integration, 1 round of revisions each	5-6	Digital and print
Social Media Graphics Package Up to 10 editable template graphics: artist promotions, business announcements, event banners (Eventbrite, website, social). Multiple formats. 1 round of revisions	6-8	Digital
File Preparation & Delivery Organize final files (print-ready PDFs, web PNGs/JPGs, editable templates), file guide	2	Admin
Communication & Minor Adjustments Email communication, minor tweaks throughout project	2	Admin
TOTAL ESTIMATED HOURS	16-19	

4. Detailed Requirements (estimated)

4.1 Print Materials Specifications

- Flyers: 8.5x11 inches, full color, print-ready PDF (300 dpi, CMYK)
- Version 1: Early promotion without sponsor logos
- Version 2: Final with confirmed sponsors and artist lineup
- Must incorporate City of Bellevue acknowledgment/logo per provided template
- Include bleed and crop marks where appropriate
- Provide both print-ready and screen-view versions

4.2 Digital Materials Specifications

- Social Media Graphics: Instagram (1080x1080, 1080x1920), Facebook (1200x630), optimized for web (72 dpi, RGB, PNG or JPG)
- Event Banners: Eventbrite header, website banner, platform-specific sizes included in social package
- Template Graphics: Editable templates for artist/performer promotions, business announcements, countdown graphics
- File formats: PNG with transparency where needed, JPG for photos, plus editable source files (PSD, AI, or Canva templates)
- All digital files should be web-optimized for fast loading

4.3 Brand Compliance

- All materials must adhere to Golden Hour Unboxed brand guidelines (provided upon contract)
- Use specified color palette, typography, and logo treatments
- Maintain warm, inclusive, botanically-inspired aesthetic
- All materials must acknowledge City of Bellevue support

4.4 Revision Process

- Up to 2 rounds of revisions per deliverable included in estimated hours
- Initial concepts presented for feedback before final design
- ToyBox will consolidate feedback and provide clear direction
- Turnaround time for revisions: 3-5 business days

5. Project Timeline

Phase/Timeline	Deliverables
PHASE 1 Feb-April 2026	Kickoff, brand review, initial design concepts
PHASE 2 Due: June 1, 2026	City Submission Package: <ul style="list-style-type: none">• Flyer Version 1 (early promotion, no sponsors)• Initial social media graphics (6-8 assets)• Print-ready and web files
PHASE 3 Due: July 15, 2026	Final Package: <ul style="list-style-type: none">• Flyer Version 2 (with sponsors and final lineup)• Remaining social media graphics and editable templates• All final files with source files

6. Proposal Requirements

Proposals must include the following:

6.1 Cover Letter

Brief introduction and why you're interested in this project (1 page maximum)

6.2 Qualifications & Experience

- Background in graphic design and marketing materials
- Experience with event marketing or community-focused projects
- Experience working with brand guidelines
- Cultural sensitivity and experience with diverse communities (preferred)

6.3 Work Samples/Portfolio

- 3-5 examples of relevant work (flyers, posters, social media graphics, event materials)
- Brief description of each project and your role
- Links to online portfolio or PDF samples

6.4 Rate Confirmation & Adjusted Hours (if needed)

- Confirm your hourly rate (must be within \$40-50/hour range)
- Review the estimated hours breakdown in Section 3

- If you believe hour estimates should be adjusted, explain why and provide your recommended hours
- Total estimated project cost based on your rate and hours
- Payment schedule preference

6.5 Approach

- Brief description of your design process
- How you'll ensure brand consistency across materials
- Communication and collaboration approach

6.6 References

2-3 professional references from recent clients

6.7 Availability

Confirm availability for April-June 2026 timeline

8. Submission Instructions

- **Email:** katoya@toyboxconsulting.net
- **Subject Line:** Golden Hour Unboxed Design RFQ - [Your Name/Company]
- **Format:** PDF or web sample preferred
- If you use AI to prepare, please proofread for accuracy as well as redundancy.
- **Deadline:** Open until filled - submit immediately for consideration

Questions

Questions about this RFQ should be submitted via email to katoya@toyboxconsulting.net with 'Design RFQ Question' in the subject line.

Selection Process

- **Rolling Review:** Proposals reviewed as received
- **Quick Response:** Qualified candidates contacted within 2-3 business days
- **Interviews:** May be conducted via phone/video within days of proposal submission
- **Contract Award:** As soon as qualified contractor identified
- **Project Start:** Immediately upon contract execution

9. Terms & Conditions

- ToyBox reserves the right to reject any or all proposals.
- ToyBox is not responsible for costs incurred in preparing proposals.
- Selected contractor will sign a contract with ToyBox Consulting and Management LLC.
- All work products created under this contract will be owned by ToyBox Consulting and Management LLC.
- Contractor responsible for their own software, equipment, and workspace.
- Contractor must maintain appropriate business insurance.

CONTACT INFORMATION

Katoya Palmer
ToyBox Consulting and Management LLC

Email: katoya@toyboxconsulting.net

We look forward to collaborating with you!