

Crescent City **Sneaker Ball**™

Crescent City Sneaker Ball 2023 Graphic Design Service Needs - Project Brief -

Event Background:

The 2023 Crescent City Sneaker Ball (CCSB) will be the 4th installation of a black-tie cultural experience that celebrates Black excellence. At the “sole” of the CCSB is an intentional focus on creating a unique event experience, cultivating community, and igniting engagement in philanthropy. Each year since its inception, the CCSB immerses guests in a sensory-filled experience that not only has become a signature event for young, metropolitan professionals but as a platform for community advocacy and investment for the Greater New Orleans area.

Past Press Coverage: [“Crescent City Sneaker Ball Returns April 23”](#)

The Ask:

Develop the graphic/visual identity for the 2023 Crescent City Sneaker Ball and key assets for event communications and signage.

Target Market:

- Younger Segment of Generation X, Millennials
- New Orleans Professional Population
- Age ranges from 22-45

Specific Deliverables:

1. One (1) Invitation Design (for social)
2. One (1) Invitation/Flyer Design (for email or print)
3. Three (3) Social Media Graphic Templates
4. One (1) Event Cup Design
5. One (1) Email Template (HTML)
6. One (1) PowerPoint Template
7. One (1) Favor Design (Either Mardi Gras Bead Medallion Design or Shot Glass - TBD)
8. One (1) Event Signage Template (24” x 36”)
9. One (1) Table Signage Template (2” x 8”)

Design Direction:

- **Color Palette:**
 - Black, Gold, Green, White, Purple

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- **2023 Design Theme: “New Orleans Pop Art”**
 - Use of bold colors and patterns – see examples below



- Must creatively bring forth both two concepts: the culture of New Orleans and Sneaker culture – see examples below of creative concept combinations



- Must be able to seamlessly integrate the CCSB logo

Designer Qualifications & Requirements:

- Must be able to use Adobe InDesign/Photoshop/Illustrator
- All Native and Packaged Design Files must be Adobe files and must be sent to the Crescent City Sneaker Ball Marketing Committee

RFP Submission Requirements:

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1. Resume *OR* Statement of Qualifications
2. Social Media Handles
3. Website or Link to Digital Portfolio

General Timeline:

- RFP Launch: December 4, 2022
- RFP Close: December 17, 2022
- RFP Awarding: December 21, 2022
- Deliverables Timing:
 - o Phase 1 Deliverables (January '23) – Invitation, Flyer, Social Media Template, Event Cup
 - o Phase 2 Deliverables (February '23) – Email Template, PowerPoint Template, Favor
 - o Phase 3 Deliverables (March- April '23) – Event Signage, Table Signage
- Event Date: April 29, 2023