

LIC Branding Design Consultant RFP Answers to Questions

[DOWNLOAD ANSWERS HERE 379.2 KB](#)

Request for Proposals for Branding Design Consultants

Released: Tuesday, November 7, 2017

Responses Due: Tuesday, November 28, 2017, 4pm

[DOWNLOAD RFP NOW 733.4 KB](#)

The Long Island City Partnership (LICP) is seeking a branding design consultant with significant experience in developing creative brand identities, logos, and marketing strategies for neighborhoods. The Consultant will be asked to work with a group of local businesses and stakeholders to identify a comprehensive brand identity and branding strategy, which succinctly encapsulates the dynamic vitality and growth of a geographic sub-district of Long Island City. This area is generally defined as the industrial area southeast of the Sunnyside Yard. The Project will assist employers, workers, students, and visitors, as well as the general public, in locating the sub-district and understanding the wealth of activity occurring within it.

Inquiries:

Consultants interested in submitting a proposal and who have questions about this RFP should contact Ian Hartz via email, before 12 Noon on Thursday, November 16th. No phone calls will be taken. All questions received and answered by LICP will be posted on LICP's website at www.licqns.com/BrandingRFP, after Monday, November 20th.

Questions submitted by email must include the Consultant firm name, a contact person, their title and contact information, and are to be emailed directly to:

Ian Hartz at ihartz@licpartnership.org

Subject: LICP RFP for Branding Design Consultants – Question

Questions received after November 16th will only be answered at LICP's discretion.

LICP anticipates holding interviews with select Consultants on the afternoons of December 6th, and 7th. Please mark your calendars as these dates cannot be changed.

Submission Requirements:

All submissions must be received by the LICP prior to 4:00 pm on Tuesday, November 28th, 2017. Interested Consultant must submit three (3) hard copies of their entire proposal. Emailed submissions will not be accepted.

Please submit proposals to:

The Long Island City Partnership
27-01 Queens Plaza North, 9th floor
Long Island City, New York 11101
Attn: Ian Hartz

Please refer to Section 4: Submission Requirements in the Request for Proposals.