



# Request for Proposals: Marketing & Communications Design Services

## About Texas Water Trade

Over the next thirty years, Texas' population is set to double. While the economic powerhouses of Texas—its cities and industries—are positioned to capture the water they need to enable this growth, the state's agricultural producers, its rural communities, and its environment are predicted to be less water secure than ever before. Avoiding this looming water crisis will require investments that transcend sectors and deploy innovative tools that work in Texas' pro-property rights culture. Texas Water Trade (TWT) was incorporated in 2018 in recognition of the scale of this challenge, with the mission of channeling the power of markets and technological innovation to create a future of clean, flowing water for all Texans.

## About This RFP

TWT is seeking a team to design our first annual report. The report will be an important asset to communicate our successes to real and prospective donors and partners. TWT staff will provide the draft written content and structure of the report. We are looking for assistance in designing digital and print versions of the report, with associated collateral that can be used throughout the year. Proposals are sought from parties who can deliver these assets by late October.

Interested parties are invited to submit proposals framed around three deliverables:

- A digital and print-friendly version of the Annual Report, expected to be approximately 10 pages in length
- The report will include two graphics which TWT would also like to be delivered as standalone pdfs for integration into our website and as leave-behind print collateral:
  - An infographic on environmental water markets
  - A map-based marketing document highlighting our regional work with conservation partners in priority bay and river systems.

TWT will provide content for all three deliverables with finished copy. Over the course of the Annual Report production TWT will work directly with the contractor to advance the graphic content from schematic layout to finished design which will be consistent with the style-guide of Texas Water Trade's brand and [website](#).

Competitive proposals will include:

- Price estimates for the deliverables described above
- A proposed timeline for completion
- Bios of contractor/s including any branding experience
- Two samples of similar design products
- Two client references.

Proposals will be accepted until September 11, 2020 and can be sent to Robin Johnson, Director of Development of Texas Water Trade, at [johnson@texaswatertrade.org](mailto:johnson@texaswatertrade.org).