



## **Introduction**

Organized in August of 1988, The Greater New Orleans Sports Foundation (The Sports Foundation) is a non-profit organization whose mission is to attract and manage sporting events that have a positive economic impact on the State of Louisiana and the Greater New Orleans area. The organization's efforts have resulted in four Super Bowls, four NCAA Men's Final Fours, three NBA All-Star Games, two WrestleManias, and many more. By the 2025 Super Bowl, major events by The Sports Foundation will have turned a \$50 million public investment and \$100 million in private fundraising into more than \$3.44 billion in economic impact for the State of Louisiana and City of New Orleans.

The New Orleans Saints and The Greater New Orleans Sports Foundation led the bid for one of the nation's largest sporting events, and in 2018, the City of New Orleans was awarded Super Bowl LIX, to be held on February 9, 2025. To host a major sporting event like the Super Bowl, a host committee is formed to plan, execute and manage the event to completion and fulfill the obligations of the bid response to the NFL. There will be significant business relations and governmental affairs within the Greater New Orleans area and State of Louisiana in collaboration with local and regional partners throughout the two and a half years leading up to the event. The host committee is led by the New Orleans Saints, The Sports Foundation, and other business leaders within the Greater New Orleans area who are enthusiastic about bringing economic opportunities to the City and State, such as New Orleans and Company and the New Orleans Tourism and Cultural Fund.

## **Request for Qualifications (RFQ)**

The Sports Foundation is issuing this Request for Qualifications (RFQ) on behalf of the 2025 New Orleans Super Bowl Host Committee (Host Committee) for independent graphic designers and graphic design firms that are qualified to draft, create and deliver a Branding Package including a logo and associated branded materials for the Host Committee.

The Sports Foundation envisions the final Branding Package to include a logo accompanied by secondary design style elements, and a style guide that would include, at a minimum, three (3) practical applications. For example, the logo and secondary design style elements applications may include a slide deck template, a certain merchandise item or premium item, and a press backdrop. The budget for delivery of the branding package is \$5,000 total and a more detailed scope of work will be delivered to finalists who are chosen to be included in the RFP process mentioned below. For examples of past and future Host Committee logos, please see *Appendix A, Sample Host Committee Logos*.

This RFQ is designed to open this opportunity to all available and qualified local candidates and have their work displayed on a local, regional and national scale. Their work will define the visual brand of the Host Committee and will be utilized in all branded materials that will include Host Committee sponsor presentation packages, a website, regional advertising, press kits, merchandise, and logoed premium items that are not for retail use. The Host Committee encourages all small businesses, minority-owned



businesses, women-owned businesses, and LGBTQ-owned businesses who meet the below criteria to submit their qualifications for consideration.

The selection process will begin with the issuance of this RFQ. Responses from interested parties will be accepted until the deadline of 4:30 PM CST on Friday, July 1, 2022. See RFQ Qualifications & Response Criteria below. RFQ's that are received prior to the due date will be confirmed by email. After responses are received, the Sports Foundation will review all qualified candidates and narrow down finalists to proceed to a Request for Proposal (RFP) process. Respondents who were not chosen to proceed to the RFP process will be notified by email no later than 4:30 PM on Friday, July 8.

### **RFQ Qualifications & Response Criteria**

Qualifications of interested respondents must be:

- A Greater New Orleans-based freelance graphic designer and/or graphic design firm with at least 4 years of professional experience.

Response Criteria of qualified candidates must provide:

- A summary of relevant experience including examples of past work that effectively demonstrates the respondent's capabilities and qualifications.
- No fewer than two (2) client references including a short description of work completed and contact information.

Candidates interested in the opportunity to work with the Greater New Orleans Sports Foundation and the 2025 New Orleans Super Bowl Host Committee can communicate with The Sports Foundation and issue RFQ responses via email to [ehamblen@gnosf.org](mailto:ehamblen@gnosf.org). Please limit communication to email.

Appendix A: Sample Host Committee Logos

