

**Bid/RFP # 10006-33**

**New Orleans City Park Improvement Association**

**Request for Proposals  
for  
NEW ORLEANS CITY PARK IMPROVEMENT ASSOCIATION BRANDING**

New Orleans City Park is issuing a Request for Proposals (RFP) to identify an experienced branding agency to evaluate and update City Park's branding, including logo and messaging. City Park seeks to contract with an agency that can provide cost effective, quality services to improve the effectiveness of City Park's branding. Find the specific items to be accomplished in the Scope of Services section of the RFP.

City Park will hold a pre-bid meeting to facilitate the clarification of requirements:

11:00 AM CST, Thursday, May 28, 2020  
New Orleans City Park Administration Building  
1 Palm Drive  
New Orleans, LA 70124

City Park **highly encourages** interested respondents to attend, but does not consider the meeting mandatory.

Proposals must be received no later than **2:00 PM CST, Friday, June 19, 2020** in accordance with the Submittal Instructions section of the RFP. No late entries will be accepted.

Parties interested in receiving the RFP packet must email Cathy Hoffmann, Manager of Purchasing and Contract Services at [choffmann@nocp.org](mailto:choffmann@nocp.org), to receive a copy.

All inquiries concerning the RFP should be submitted in writing to Cathy Hoffmann at [choffmann@nocp.org](mailto:choffmann@nocp.org).