

**REQUEST FOR PROPOSALS FOR  
MARKETING & CREATIVE SERVICES FOR  
GLENWOOD SUNDAY MARKET**



Rogers Park Business Alliance (RPBA), is a community and economic development organization in Rogers Park. Through the Illinois Main Street Community Marketing Grant, RPBA, seeks a small-to-mid-size creative studio or marketing consultant to develop a clear marketing strategy, content framework and evergreen creative assets for its program, Glenwood Sunday Market (GSM).

We are looking for a partner experienced in community-based branding and destination marketing who can build a practical, easy-to-use marketing system.

**About Glenwood Sunday Market**

GSM operates a 19-week summer farmers market in Rogers Park from June 7 through October 25, 2026.

Mission: To make sustainable, regionally produced foods available to our whole community.

Vision: An equitable, ethical, and secure local food system.

In 2024, GSM generated \$600,000 in spending at nearby businesses, and raised \$33,000 to support food access programs. In 2025, it welcomed approximately 43,200 shoppers and over 2,600 pounds of food were donated through food recovery efforts. GSM supports farmers and food artisans, strengthens small businesses, and expands food access in Rogers Park.

**Project Overview**

This project is about clarity and consistency. We are not seeking a full rebrand. We are seeking:

- A focused marketing strategy
- A structured content plan for the 19-week season
- A defined set of evergreen creative templates and core assets

**Project Goals**

The selected consultant will help GSM:

- Increase engagement and audience growth on Facebook, Instagram, and TikTok
- Strengthen attendance across the full 19-week season
- Support spending at the market and in surrounding commercial districts
- Elevate awareness of food access programs (including SNAP and matching programs)
- Encourage donations and volunteer participation
- Position GSM and Rogers Park as vibrant destination spaces

This project will establish a professional marketing framework that interns and staff can implement for 2026 and future seasons.

## **Core Messaging Themes**

- Food is a human right, not a privilege
- Access and dignity through SNAP and matching programs
- Knowing the farmers and where food comes from
- Positive economic impact on local businesses and the neighborhood
- Community connection and neighborhood vitality

## **Scope of Work**

The scope below reflects desired outcomes. Consultants may recommend thoughtful refinements within the \$5,000 total budget.

### **1. Marketing Strategy & Content Planning**

Deliverables should include:

- Review of GSM's current marketing presence
- Define target audience segments (shoppers, donors, volunteers, vendors, neighbors)
- Develop 3 - 5 core messaging pillars aligned with GSM's mission and impact
- High-level seasonal storytelling structure (pre-season, opening, mid-season, food access focus, closing momentum)
- Establish tone, voice, and storytelling guidelines
- Recommended success metrics
  - Identify measurable KPIs (engagement, growth, attendance indicators)
- A concise written strategy document that can guide marketing efforts beyond 2026 (approximately 5–8 pages)

### **2. Provide a concise strategy document Graphic Design & Creative Services**

Deliverables should include:

- All final design deliverables must be provided in Canva for internal implementation and long-term adaptability.
- Develop 2–3 visual concepts aligned with GSM's existing brand
- 6 - 10 evergreen Canva templates for recurring content types (e.g., farmer features, market reminders, food access highlights, impact posts)
- Design the following collateral:
  - Social media graphics (static and video templates)
  - 3' x 6' banner
  - Sticker designs
  - Tote bag design concepts
  - Web headers and digital assets

### **3. Content Calendar Development**

Deliverables should include:

- A 19-week seasonal roadmap outlining weekly themes
- Outline content mix (educational, farmer spotlight, food access, economic impact, call-to-action, etc.)
- Fully developed content for 6–8 representative weeks  
For the first 8 key weeks of the 19-week market season, the consultant will provide:
  - 2–3 fully designed social media posts per week (static or video templates)
  - Final caption copy ready to post, including suggested hashtags and calls to action aligned with project goals
  - Guidance on image selection from GSM's photo library
  - Platform notes specifying Facebook, Instagram, and TikTok usage

These weeks should reflect a variety of content types (farmer spotlights, food access programs, community impact, seasonal events) and serve as examples for the rest of the season.

- Structured prompts and guidance for the remaining weeks  
For the remaining 11 weeks, the consultant will provide:
  - Weekly theme or focus (e.g., “Peak Tomato Season,” “Volunteer Spotlight”)
  - Suggested post types and mix (e.g., photo, carousel, short video)
  - Caption frameworks or outlines, including CTA and hashtag suggestions
  - Visual direction tied to GSM’s photo library (e.g., “use product close-up + farmer portrait”)
  - Posting cadence guidance per platform
  - Guidance for adapting content in future seasons

These prompts will allow staff and interns to consistently implement content without needing fully written posts for every week.

### **Creative Direction Requirements**

- All final creative assets must be delivered as fully editable Canva templates to allow for long-term internal use and adaptation by staff and interns.
- Use GSM’s existing logo, brand colors and fonts
- Incorporate the red cherry element from the logo in thoughtful, cohesive ways
- Use real photography from GSM whenever possible (no illustrations or clip art)
- Emphasize realistic portrayals of farmers, shoppers, and market atmosphere
- Deliverables must be evergreen and adaptable for future seasons

GSM will provide a photo library and brand assets.

### **Budget**

Total Project Budget: \$5,000

Proposals may suggest allocation adjustments within this amount. We welcome clear prioritization if scope recommendations differ.

### **Proposed allocation:**

- Marketing Strategy & Content Planning: \$1,500
- Graphic Design & Creative Services: \$2,500
- Content Calendar Development: \$1,000

### **Timeline**

March 13, 2026 (5 p.m.): Proposal submission deadline

March 20, 2026: Consultant selected

Late March 2026: Project kickoff

May 22, 2026: All materials finalized

June 7, 2026: Market season begins

### **Rights to Materials**

All materials, content, designs, images, documents, and other deliverables created by the contractor during the term of the agreement shall be the sole property of RPBA. All final deliverables, including editable and native source files should be provided upon request and/or upon termination of the contract.

## **Proposal Requirements**

Please include the following in your submission:

- Firm overview and relevant experience
- Resumes of key team members
- 2 - 3 relevant work samples (destination marketing, farmers markets, food systems, community branding, or similar)
- Proposed approach to this project
- Project timeline
- Detailed budget (not to exceed \$5,000)
- Confirmation that all deliverables will be provided in Canva format
- At least two references

## **Submission Instructions**

Submit proposals by March 13, 2026 at 5 p.m.

Email to:

Ana Bermúdez

[abermudez@rpba.org](mailto:abermudez@rpba.org)

Questions may be directed via email prior to the submission deadline.

We look forward to partnering with a creative team that understands community-centered storytelling, food access advocacy, and destination marketing and can translate that into polished, strategic and lasting marketing tools.