



SCOPE OF SERVICES

2021 CONTRACT

CHAPTER PUBLICATION MANAGEMENT & PRODUCTION, AND PUBLICATION & DESIGN CONFERENCE SERVICES

GRANDESIGNS

GranDesigns is contracted with APA California to provide the following:

CHAPTER PUBLICATION SCOPE OF SERVICES

Grandesigns shall have the following responsibilities:

Working under the direction of the APA California's Vice President for Public Information (also in the capacity of CalPlanner Editor in Chief):

CalPlanner (chapter newsletter)

1. Manage and produce up to two issues of the CalPlanner newsletter per year, as directed.
2. Query and remind CalPlanner contributors about submissions and respond to requests and questions from such contributors.
3. Consult with VP for Public Information on submittal progress, projected layout and potential layout alterations or challenges.
4. Maintain a master template that is employed at the start of each CalPlanner production, which includes, but is not limited to, section and affiliate pages, board member columns and other news segments. The master template shall be accessible and available to the VP and is considered APA California property under 3.5.3 of this contract.
5. Layout CalPlanner graphic and editorial content.
6. Send CalPlanner draft (proof), to proofreader to review content for spelling and basic grammatical errors, identify and fix layout inconsistencies and missing elements.
7. Manage overall production including insertion of editorial and advertising content, adding required hyperlinks and preparing for digital output.
8. Make necessary edits and modifications as directed by the CalPlanner Editor in Chief and Chapter proofreader.
9. Assist in identifying images and/ or graphics (along with associated captions and sources) that

augment editorial and news submissions. Utilize GranDesigns photo library as needed to enhance editorial content. Prepare photos for digital use and output.

10. Coordinate the production and upload of the CalPlanner working with Atego Resources or other web management services.
11. If errors are found or changes are needed after the final CalPlanner is uploaded on the website, make the corrections, and upload the revised CalPlanner working with Atego Resources.
12. Coordinate content with the APA Conference Host Committee for submissions in each of the relevant CalPlanner conference issue.
13. Coordinate CalPlanner calling card and display advertisers with New Horizon Enterprises.

eNews

14. Manage and produce weekly Chapter eNews, up to 50 times per year.
15. Create and maintain eNews templates in MailChimp (or other software).
16. Coordinate with Atego resources to obtain and layout eNews content into template.
17. Manage overall production including design, layout and insertion of editorial and advertising content, adding required hyperlinks and preparing for digital output.
18. Make necessary edits and modifications as directed by the VP of Public Information and/or Chapter proofreader.
19. Assist in identifying images and/ or graphics (along with associated captions and sources) that augment editorial and news submissions. Utilize GranDesigns photo library as needed to enhance editorial content. Prepare photos for digital use and output.
20. Coordinate sponsor and paid eNews content with New Horizon Enterprises.
21. Send final approved eNews to Atego resources each week for distribution to members and posting content on social media and Chapter website.

Graphic Design

22. Create original graphics for Chapter eNews, publications and other uses as requested.
23. Maintain library of high resolution logos and marks associated with the National, Chapter, Section and affiliate component.
24. Maintain and update relevant files associated with the Chapter and National branding.
25. Provide graphic design support during the year for various graphic elements, photos and artwork for the website and other digital platforms as requested by the Board or staff.
26. Respond to APA California Board member and member inquiries.
27. Attend one APA California Board meeting and two days of the association's annual conference if requested by the APA Board or Vice President for Public Information.

NOTE: The publication schedule for the *CalPlanner* shall be determined by the Vice President for Public Information in consultation with the Consultant at the beginning of each year. Consultant shall fulfill its obligations under Scope of Services consistent with that schedule.

Working under the direction of the APA California's Vice President for Administration:

1. Consult with VP for Administration on Annual Report submittal progress, predicted layout and potential changes.
2. Establish a master template that is employed at the start of each Annual Report. The master template shall be accessible and available to the VP and is considered APA California property under 3.5.3 of this contract.
3. Provide design services and provide to Chapter proofreader for progressive versions of the Annual Report.
4. Work with Chapter proofreader to proofread the final two drafts of any documents prepared under the direction of the VP Administration.
5. Assist with Chapter awards coordination such as ordering and proofing awards from the vendor, coordinating extra awards order form, communicating with recipients to receive their award, and packaging and delivering awards to recipients via express delivery or transport to awards ceremony venue.

STATE CONFERENCE SCOPE OF SERVICES

Grandesigns shall have the following responsibilities:

- *Conference Logo - Design and/or Support*
 - Create all formats of logo needed for various platforms
 - Send logos to various people/companies as requested

-) *Create Regional Photo Library*
 - Contact city Visitor's Bureau to obtain regional images
 - Contact main hotel and/or convention center to obtain images and/or maps
 - Download, color correct and format images as needed

- *Conference "Save the Date" Items - items prepared for marketing the upcoming conference.*
 - Give-away item, provide various options, pricing, prepare art, approval process, place order, track and deliver
 - Banner for table and/or vertical banner
 - Save-the-date Postcard or similar

- *Call for Topics and/or Sessions Document*
 - If minor edits are required for 2021 based off the first versions done, no charges will be incurred.

- *Create Original Maps*
 - Create venue floor plan for sponsor and exhibitor area
 - Create map of overall conference venue
 - Create regional/vicinity maps as requested
 - Format and distribute as requested for various uses

- *Revised/Updated Sponsor and Exhibitor Brochure*
 - Customize, assuring APA California branding, as requested by CHC
 - Revise the 2020 Sponsorship and Exhibitor Brochure as directed by VP for Conferences.
 - Update the following documents as requested
 - Benefit matrix
 - Application fillable form (updates are made as packages are sold out)
 - Booth and table map with sponsor listing (updates are made when a booth/table is taken)

- *Maintain Sponsor Documents (NEW)*
 - 5 Year sponsor file
 - Current Sponsor Exhibitor List
 - *Sponsor Thank You*
 - Single page listing by sponsorship category with sponsor, 5+ year sponsors identified
 - Page is posted on line and used as the main document to verify sponsorships
 - Update every 2 weeks or if there is an influx of sponsorships

- *Sponsor Thank You Slides for viewing prior to a virtual session*
 - Create one slide for each of the sponsored sessions with logos and name of the session

- *Annual Sponsor Coordination*
 - Create an Annual Sponsorship Information sheet, send to each sponsor, which describes in detail what this sponsorship includes with regard to *CalPlanner* and the *eNews*. This file can be updated each year. Provide follow up with *CalPlanner* article submission and *eNews* submissions.

- *Sponsor Logo and Ad Specifications Sheet*
 - Send to each sponsor once application is received.

- *Sponsor Ad Coordination*
 - Coordinate with sponsors to obtain quality and format needed.

- Assist with “fixing” sponsor ads to meet specifications
- Format in two different sizes (300x fall, 600x fall)
- *Sponsor Logo Coordination*
 - ⊖ Coordinate with sponsors to obtain quality and format needed.
 - Assist with “fixing” sponsor ads to meet specifications
 - Format in 4 different sizes (190x80, 165x80, 300xfall, 300x300)
 - Maintain and track list of 5+ year sponsors
 - Coordinate and provide logo files to others as directed.
- *Cvent Files*
 - Find appropriate images for background use for the conference logo used
 - Approval process
 - Create final file sizes for use (590x300, 600x325, 1355x665, 3000x1188)
 - Personalize Cvent “Help” files (Logging in Via the Web, etc.)
 - 10 individual files
 - Add conference logos, add urls, format
 - Review and provide recommendations/corrections to website, paying particular attention to sponsor content.
- *Mobile App (Crowd Compass)*
 - Banner images for sponsors (640x150 for the mobile phones, 552x150 for tablets)
 - Revise sizes of logos after initial submittals, as needed.
 - Event icon (300x300)
 - Event Guide Home Image (640x200)
 - Splash Screens for mobile phones and tablets (1242x2208, 1536x2048, 2048x1536)
 - Sponsor Profile logos
 - Review and provide recommendations/corrections to mobile app, paying particular attention to sponsor content.
- *Social Media*
 - Provide files/support as requested
- *Attendee Registration Form*
 - Prepare this form if registration is open and the online registration is not yet ready.
- *Student Activities Flyer*
 - Coordinate content and imagery with project coordinator

- Approval process
- Format and send out for online posting and to coordinator for distribution

- *Planning Commission Flyer*
 - Coordinate content and imagery with project coordinator
 - Approval process
 - Format and send out for online posting and to coordinator for distribution

- *Volunteer Flyer*
 - Coordinate content and imagery with project coordinator
 - Approval process
 - Format and send out for online posting and to coordinator for distribution

- *Signage (virtual or in-person conference, not both)*
 - Coordinate and provide input for zoom backdrops.
 - Session block rooms
 - Special event signs with sponsor listing
 - Onsite directional signs
 - Offsite signs
 - Registration area signs
 - Mobile workshop signs

- *Required Conference Calls*
 - Included in the coordination portion of the description.

- *Misc. - to be billed at a pre-approved additional cost if requested (or similar)*
 - Thank you gifts (distribution if needed)
 - Additional flyers, ads, and signage as requested.
 - Create new original conference logo.
 - May include, but not limited to name badge templates, tickets, ribbons, tent cards, stickers, etc.
 - Additional on-site conference support as requested.