

**ADDENDUM TO RFP
NUMBER 1
Issued October 2, 2026**

**REQUEST FOR PROPOSALS
ON CALL GRAPHIC DESIGN SERVICES**

This Addendum and the following clarifications, changes, additions, or deletions are incorporated into the Request for Proposals issued on September 18, 2026 (the “RFP”), as if a part of the original released RFP. All other terms and conditions of the RFP remain the same.

Acknowledgement of the receipt of this Addendum shall be attached to your Proposal. **Please see last page of this document for the Acknowledgement.**

#1 – Revision to Dates When Answers Will Be Issued: The RFP has the following revision to the excerpted text from the Scope of Work set forth in Section F of the RFP:

- Addenda: All responses to questions will be sent via Addendum no later than 5:00 pm EST on ~~September 25~~, **October 2**, 2026. Receipt of an Addendum to this RFP must be acknowledged by attaching a signed copy of the Addendum to the Proposal. Any Addenda shall become a part of the requirements for this RFP.

#2 - RESPONSES TO REQUESTS FOR INFORMATION

Question	Answer
1. Should respondents anticipate that the full Exhibit C insurance schedule will apply as written, or may BNYDC tailor the required coverages based on the final scope and risk profile? Also, please confirm that any required certificates would be due after selection and before commencement rather than with the proposal.	Responding firms should provide any proposed edits to the form contract as part of their proposal. Insurance certificates will be due after selection.
2. Section E.2(c) requests 2–3 projects completed in the past “[3–5] years.” Should respondents interpret this as projects completed within the past five years?	Yes.

3. May a responding firm propose a senior creative/project lead supported by additional design specialists, or does BNYDC expect the individual identified in the resume to personally perform all design work?	Proposals should include clear staffing structure, including any anticipated support by other staff not included in the proposal.
4. Is the anticipated work primarily remote, or should respondents include regular on-site presence at the Brooklyn Navy Yard?	BNYDC anticipates 100% remote work for this project.
5. For final deliverables, does BNYDC generally expect editable/source design files in addition to production-ready exports? If so, are there preferred native file formats or software standards?	Yes, BNYDC expects editable/source design files and production-ready exports for deliverables. Software standards include Adobe Illustrator, Photoshop, and Canva. Files are generally delivered in .ai, .eps, and .jpg and may vary per project.
6. May respondents propose an hourly rate above \$62.50 with a correspondingly lower maximum number of hours under the \$25,000 cap?	Yes. Proposal Cost Proposals should include clear rates and total hours corresponding to the \$25,000 cap.
7. Is the 400-hour figure an anticipated workload or simply the maximum allowable number of hours?	The contract has a cap of \$25,000 with 400 hours being the maximum ceiling. BNYDC will evaluate proposals based on the best value, quality and experience to select a vendor.
8. Roughly how many assignments do you anticipate during the initial six-month term, and how much of the work is expected to be original creative development versus adaptation and production?	While BNYDC does not have perfect future looking information, for the purposes of your proposals, BNYDC would estimate there will be ~3 original creative development projects in the initial 6-month period.
9. Is the allocation of 400 hours a planning estimate or simply the maximum permitted? Is there any guaranteed minimum volume of work during the initial six-month term? Can unused hours within the 400-hour cap can be rolled over to other projects or months, or if they expire once the cap is reached?	There is not a guaranteed minimum, nor monthly cap. Hours cannot be rolled over to the optional contract extension.

10. Please confirm the expected deliverables beyond the scope outlined (e.g., whether monthly activity reports are considered formal deliverables, and if event branding packages must include specific asset types such as signage, brochures, or digital templates)?	Deliverables will vary from project to project.
11. Are monthly activity reports expected to follow a specific format, or can they be customized by the vendor?	Monthly Activity Report formats can be customized in collaboration with the Senior Director of Marketing.
12. Is the \$25,000 cap firm?	Yes.
13. The RFP mentions a maximum two-week turnaround per project, with occasional 24–48-hour turnarounds. Could you clarify whether these expedited requests will count against the same hourly cap, or if additional hours may be authorized?	All hours billed cannot exceed the \$25,000 cap.
14. Will BNYDC require formal interviews with shortlisted vendors, or are they optional at the committee’s discretion?	The evaluation committee will determine if interviews will be held.
15. Please confirm whether PASSPort compliance is required at the time of submission, or only upon award?	Upon award BNYDC reserves the right to require the successful Respondent to obtain clearance through the City’s Procurement and Sourcing Solutions Portal (“PASSPort”) and provide a completed Confirmation of PASSPort Compliance (attached as Exhibit B hereto).
16. What design platforms and file formats does the Marketing Team currently use? Will BNYDC provide existing brand guidelines, templates, and photography assets? Are there any accessibility or file-archiving standards that production-ready files must meet?	BNYDC uses Canva, Photoshop, and Adobe Illustrator. For file formats, please see the answer to Question 5. The Senior Director of Marketing will provide existing brand guidelines, templates, and photographs, and will lead on file storage/archiving.

17. How are project briefs submitted, approved, and prioritized when multiple departments have simultaneous design requests?	Senior Director of Marketing handles all project intake requests and will prioritize with the selected Designer accordingly.
18. For the three annual tentpole events, is BNYDC looking for a new visual identity/concept each year, or primarily for the extension and maintenance of existing event identities?	In most cases, new visual identities will be preferred for BNYDC tentpole events.
19. How is the determination made between standard (two-week) and rush (24–48 hour) turnaround for a project? Would rush requests be billed at the same hourly rate?	See answer to Question 17. Rush requests will be billed at the same rate.
20. Does LBE status require formal certification, or may a Brooklyn-based firm identify itself as locally based?	Formal LBE certification is not required.
21. Are agencies incorporated outside the United States eligible to submit?	Yes, provided that they meet all of the other requirements set forth in the RFP.
22. The proposed agreement states that the Consultant must be “authorized to do business in the City.” What authorization or registration would a non-US respondent require, and would this be needed when submitting the proposal or only if selected?	The selected consultant must be authorized by the NYS Department of State to do business in New York as an out-of-state (foreign) business entity.
23. Can coverage from an Irish or European insurer be accepted, or must all policies be issued by insurers licensed or admitted in New York State?	See Exhibit C to the Form of Contract attached as Exhibit E to the RFP. Insurance coverage shall be maintained with responsible insurance companies licensed and admitted to do business in the State of New York.
24. Would PASSPort registration only be required from the successful respondent? Could you also advise how a non-US entity should complete fields requesting a US EIN/TIN, state and ZIP code?	See answer to Question 15.

25. The RFP notes an initial six-month contract capped at 400 hours and \$25,000, with an option to extend for another six months. Could you clarify whether there is any possibility of multi-year extensions beyond the 12-month maximum?	The rates included in the Cost Proposal will be used for the life of the contract, including the optional extension (if applicable). It is not anticipated this contract would have any additional extensions beyond the maximum.
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Receipt Acknowledged by:

Authorized Signature, Title	Date
Name of Company	
Business Address	
City	State
	Zip

Addendum No. 1 Authorized By:

Minden Koopmans

Chief of Staff

Brooklyn Navy Yard Development Corp.

END OF ADDENDUM NO. 1