

# Business to Arts Awards 2026

## Design & Motion Graphic Services

### RFP

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<b>RFP Deadline</b>	28th May 2026, 5pm
<b>Appointment Target</b>	Early June 2026
<b>Budget</b>	€10,000 exc VAT
<b>Deliverables Timeline</b>	June - Aug 2026

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## 1. Overview

Business to Arts (BtoA) is seeking an experienced freelance designer, motion designer or small creative team to support the rollout of campaign assets for the Business to Arts Awards 2026.

The Business to Arts Awards are BtoA's flagship annual event recognising outstanding partnerships between business and the arts in Ireland. The Awards are a high-profile national event attended by leaders from the corporate, cultural and philanthropic sectors.

The project includes:

- Campaign design rollout across print, digital and live event applications
- Canva-based social and newsletter templates
- Motion graphics for social media and Awards ceremony use
- Light-touch refinement of the existing Awards visual identity and colour palette

This is not a full rebrand project. Existing brand guidelines and assets will be provided.



We are looking for a collaborator who combines:

- strong creative judgement,
- excellent attention to detail,
- efficient delivery,
- clear communication,
- and a positive, collaborative working style.

The emphasis is on effective, contemporary and restrained design rather than highly complex production.

## 2. Scope of Work

Ensure a visual system works effectively across print, digital and event screen applications, including:

### Campaign Assets

Design and production of a suite of campaign assets for the Awards campaign and Irish Times media partnership.

Indicative outputs may include:

- Digital advertising assets
- Print advertising artwork
- Billboard and display adaptations
- Sponsor lockups and supporting campaign graphics

Detailed specifications will be provided to the appointed supplier.

### Canva Templates

Creation of adaptable Canva templates for in-house use by BtoA.

Indicative outputs may include:

- Social media templates
- Winner and shortlist announcement templates
- Newsletter graphics
- Sponsor acknowledgement assets



Templates should be easy for non-design staff to edit while maintaining strong visual consistency.

## Motion Graphics

Creation of simple motion graphic assets for social, digital screen and live Awards applications.

The majority of outputs will be variations derived from a smaller core template system.

Indicative outputs may include:

- Opening/title animations
- Category stings
- Winner announcement animations
- Animated social assets
- Digital screen graphics
- Event screen loops

We are seeking:

- Clean and restrained animation
- Strong typography-led motion
- Professional live-event presentation
- Efficient and scalable production workflows

We are not seeking complex 3D animation or highly bespoke cinematic production.

The outputs listed above are indicative and may evolve during the campaign rollout period.

## 3. Key Information

### Timeline

Stage	Timing
RFQ issued	May 2026



Submission deadline	Thursday 28th May, 5pm
Supplier appointment	Early June 2026
Project term	June- Aug 2026
Campaign rollout	July – September 2026
Awards Ceremony	Monday 7th September 2026

Applicants should indicate availability across the full project timeline.

## Budget

The available budget for the full project scope is: €10,000 exclusive of VAT.

Applicants should provide:

- Total project fee
- Brief breakdown by workstream, where possible
- Any assumptions or exclusions

## What We're Looking For

Applicants should demonstrate:

- Strong graphic design and motion graphics capability
- Excellent attention to detail
- Ability to work efficiently under deadline
- Strong communication and collaborative working style
- Experience managing fast-paced campaign rollouts
- Confidence creating adaptable Canva systems/templates
- Strong typography and layout skills
- Positive, solutions-focused approach

Experience in events, arts and culture, publishing or non-profit campaigns is desirable.

## Selection Criteria

Submissions will be assessed based on:



Criteria	Weighting
Quality of creative work and attention to detail	35%
Motion graphics capability	20%
Ability to deliver efficiently and collaboratively	20%
Communication and responsiveness	15%
Value for money	10%

## Submission Requirements

Please include:

1. Short overview of relevant experience
2. Portfolio links/examples
3. Proposed approach
4. Confirmation of availability
5. Proposed fee
6. Contact details

Please submit quotations and supporting materials electronically to:

Melissa Halpenny, Communications Manager, [comms@businessstoarts.ie](mailto:comms@businessstoarts.ie)

Subject line: BtoA Awards 2026 – Design & Motion Graphics RFQ

Deadline for submission Thursday, 28th May 2026, 5pm

## Additional Notes

- BtoA reserves the right not to appoint.
- BtoA may request follow-up discussions or clarifications.
- The successful supplier will be expected to work collaboratively and responsively with the BtoA team.
- All work produced under this engagement will become the property of BtoA upon final payment.

