



REQUEST FOR PROPOSAL (RFP)

Design of the 2027 Biketoberfest® Logo – 35th Annual

Issued by:

Halifax Area Advertising Authority (HAAA)

(DBA) Daytona Beach Area Convention and Visitors Bureau

140 S. Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176

Issue Date: September 8, 2026

Proposal Deadline: October 2, 2026

1. Introduction

The Daytona Beach Area Convention and Visitors Bureau (DBACVB) invite qualified vendors to submit proposals for the creative design of the 2027 Biketoberfest® logo. This logo will serve as the official visual identity for the 35th Annual Biketoberfest® motorcycle rally, held in Daytona Beach, Florida.

Biketoberfest® is a 4-day motorcycle rally that celebrates the coastal lifestyle, freedom of the road, and Daytona Beach's motorcycling heritage. The annual logo represents the heart of the event's marketing identity and appears across print, digital, merchandise, and promotional platforms.

2. Scope of Work

The selected vendor will design the official 2027 Biketoberfest® logo, following the creative and technical parameters below.

Design Requirements

The logo must include:

- Biketoberfest® (with registration mark)
- Daytona Beach
- 35th Annual
- 2027

Creative Direction

- Continue the shield-shaped design aesthetic or a similar structured layout consistent with past Biketoberfest® logos.
- Design should embody the spirit of motorcycling, the coastal environment, and Daytona Beach's event heritage.
- Examples of previous logos will be provided for reference and stylistic consistency.
- Emphasize bold, legible typography suitable for both print and digital use.
- Create a strong sense of celebration and excitement around the 35th anniversary milestone.

File Requirements

Deliverables must include:

- Vector-based Illustrator files (AI and EPS formats).
- High-resolution CMYK files, minimum size 5" on the longest side.
- Versions for both light and dark backgrounds.

3. Vendor Eligibility

This opportunity is open to approved design and print vendors affiliated with or previously contracted by the HAAA or DBACVB. Eligible vendors include but are not limited to:

- Print-Art
- Mid-Florida Graphics
- SOS Signs
- Independent Printing
- Hot Leathers

Vendors with direct experience in tourism, event branding, or the motorcycle industry are encouraged to participate.

4. Terms of Engagement

There will be no monetary exchange or payment for the selected logo design.

In lieu of financial compensation, the chosen vendor will receive:

- Official recognition as the 2027 Biketoberfest® logo designer across DBACVB communications.
- Promotional acknowledgment on select digital and print platforms where feasible.
- The selected vendor will also receive a discount on the standard licensing royalty rate for officially licensed Biketoberfest® merchandise, reduced from the standard 10% to 5% for the 2027 event cycle.

By submitting a design, the vendor agrees that:

- The Daytona Beach Area Convention and Visitors Bureau and the Halifax Area Advertising Authority (HAAA) retain exclusive, perpetual, worldwide rights to the selected logo for all uses, including reproduction, modification, and licensing.
- The vendor may showcase the logo design in their professional portfolio with proper

credit acknowledgment.

- The submitted design is original, no AI generated designs will be permitted and no third-party intellectual property rights are infringed.

5. Submission Guidelines

Required Materials:

- Company name, contact information, and lead designer(s).
- A short creative statement or concept overview (optional but encouraged).
- Confirmation of ability to meet the specified technical file standards.

Submission Format:

All proposals must be submitted electronically to:

Brian Bentley, PDM
Manager of Corporate Partnerships and Events
Daytona Beach Area Convention and Visitors Bureau
Email: BBentley@DaytonaBeach.com
Phone: (386) 255-0415 ext. 140

Deadline: 5:00 PM, Friday, October 2, 2026

6. Evaluation Criteria

Proposals will be reviewed based on:

- Creativity and alignment with Biketoberfest® brand identity
- Technical quality and adaptability of design
- Experience and past portfolio work
- Understanding of event brand heritage
- Timeliness and completeness of submission

7. Project Timeline

Milestone	Date
RFP Released	September 8, 2026
Proposal Deadline	October 2, 2026
Selection & Notification	October 14, 2026
Final Logo Delivery	October 14, 2026

Public Records Notice:

Pursuant to Florida's broad public records law, all communications and documents submitted in response to this RFP are public records and may be disclosed upon request.