



CALL TO BAY AREA ARTISTS

OAKLAND BILLBOARD PROJECT - UPTOWN STATION REQUEST FOR PROPOSALS (RFP)

Block, Inc.

Oakland, CA

Application deadline: Monday, October 6, 2025

Primary Contact: Justin Richter, Workplace Experience Manager

RFP-billboard@block.xyz

Request for Proposals

Block is looking for Oakland-based artists to create artwork for our billboards at Uptown Station in downtown Oakland. We are specifically looking for artwork that represents the community and inspires people with our company's purpose of economic empowerment for all – however you choose to interpret that.

Background

Block, Inc. (NYSE: XYZ) builds technology to increase access to the global economy. Each of our brands unlocks different aspects of the economy for more people.

Square makes commerce and financial services accessible to sellers. **Cash App** is the easy way to spend, send, and store money. **Afterpay** is transforming the way customers manage their spending over time. **TIDAL** is a music platform that empowers artists to thrive as entrepreneurs. **Bitkey** is a simple self-custody wallet built for bitcoin. **Proto** is a suite of bitcoin mining products and services. Together, we're helping build a financial system that is open to everyone.

Thinking locally is a cornerstone of our company. Economic empowerment starts by supporting our neighbors and the communities where we work. Showing up means investing in local businesses, making space for our communities to gather and feel welcome, and volunteering to support the places that support Block. In 2020, Block opened a new office at Uptown Station, an iconic landmark that showcases Oakland's vibrant past and its promising future. Within the space, we also recently launched the Block Community Hub, a multipurpose space dedicated to serving our Oakland neighborhood.

Proposal Requirements

- Draft an original piece of artwork that meets the billboard criteria mentioned in the Request for Proposals section above
- Format: AI / EPS vector files; resolution should be 100 dpi at full size
- Billboard Size: Sign 1: Live Area: 156" x 446"
Bleed Size: 176" x 466"
Sign 2: Live Area: 156 ¼" x 447"
Bleed Size: 176 ¼" x 467"
- Include several examples of additional artwork you have done for other clients or a link to your online portfolio



Timeline

- RFP submission deadline: Monday, October 6, 2025
- Final artists chosen: Friday, October 17, 2025
- Final artwork due: Monday, November 3, 2025
- Artwork to go up in Spring 2026

FAQs

Q: Is this RFP an offer?

A: No, this RFP is not an offer nor is it an agreement by Block. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP does not imply that Block is bound to select an artist and Block reserves the right not to accept any or all of the proposals without assigning any reasons whatsoever. The artist shall bear all its cost associated with or relating to the preparation and submission of its proposal, regardless of the outcome of the selection process.

Q: Is this a contest?

A: No. This is an open request for proposals. The selected artist(s) will be paid a commission for their work.

Q: How much is the commission?

A: The two artists that are chosen to complete the work will be paid \$10,000 for their billboard design, payable once the final design has been approved by Block, Inc.

Q: Are there requirements for the artwork?

A: The artwork must represent the community and our company's purpose of economic empowerment. Please avoid religious references, hate speech, violence, or illegal activities.

Size requirements:

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- Sign 2: Live Area: 156 ¼" x 447"
Bleed Size: 176 ¼ " x 467"
- Resolution should be 100 dpi at full size
- AI / EPS vector files

Q: What kind of art is able to be submitted if selected?

A: Graphic design, photography, hand drawn, painted, etc. As long as it can be printed.

Q: Does the art need to include the Block or Square logo?

A: No, the artwork should not feature or include the Block or Square logo.

Q: How will the art be installed?

A: The final artwork will be printed on vinyl for installation. The artist will need to provide a digital file. Block will manage the vinyl printing, installation, and permitting.

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Q: Can I include my signature on the piece?

A: Yes, we encourage artists to include a small signature on their submission, but we ask that the signature be kept to the lower left or right corner of the design and be integrated into the overall aesthetic of the piece.

Q: When are submissions due?

A: Submissions are due by Monday, October 6, by 8:00pm PT.

Q: When will artists be selected?

A: We will reach out to selected artists by Friday, October 17, 2025.

Q: When will the final artwork need to be completed by the final 2 artists?

A: Final artwork will need to be completed by Monday, November 3, 2025.

Q: What are the selection criteria?

A: We will use the following criteria to inform our artist selection: (1) artist must be Oakland-based, (2) the artist's ability to convey the idea of community or economic empowerment, and (3) the proposed work must fit the design requirements stated above.

Q: How will artists be notified about selection?

A: We will notify the selected artists by email.

Q: I have a question that isn't answered here. Who can I reach out to?

A: Please reach out to RFP-billboard@block.xyz and we will get back to you shortly.

Q: Are there any examples of past billboard RFP submissions?

A: Yes, below are the two submissions that were selected from our 2024 Billboard RFP and are currently installed on the billboards at Uptown Station.

