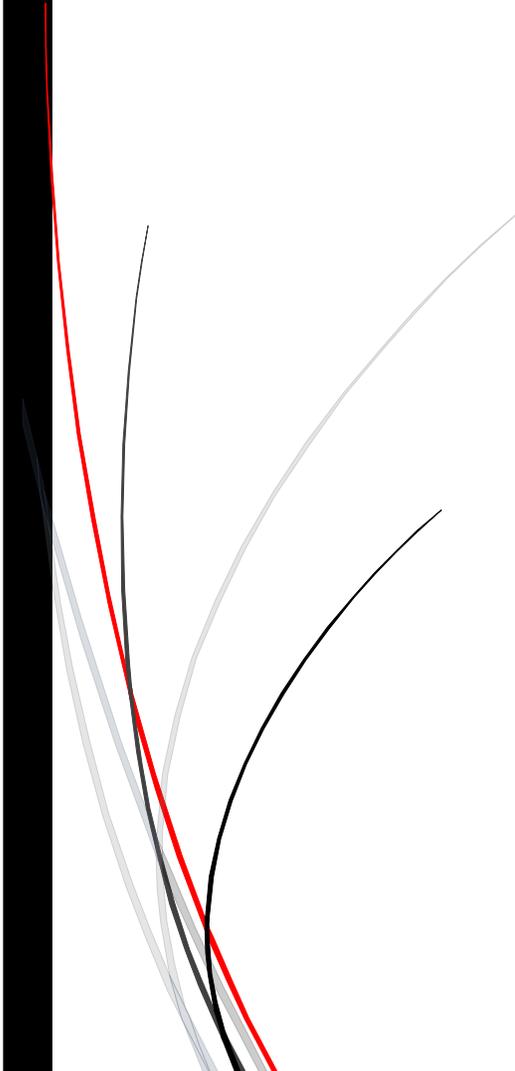




2/26/2018

Athletics Ontario Website

Request for Proposal



Melissa Johnstone
MEDIA RELATIONS AND COMMUNICATIONS COORDINATOR

Executive Summary

Athletics Ontario wants to redesign their website, currently found here: athleticsontario.ca

You have been selected as a vendor to respond to this request and we would like to ask you to prepare a proposal that includes timelines, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Please provide your proposals to Athletics Ontario by **March 31, 2018** at the latest, via email to: melissa.johnstone@athleticsontario.ca.

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Project Overview

Athletics Ontario (AO) is a not-for-profit organization that serves as the governing body for track and field in the province of Ontario. Programs and services are offered at a grassroots level and run up to high performance, where athletes compete nationally and internationally.

The current website for the organization is out of date and requires a number of updates, to not only the design but the organization of content as well. We have commenced reviewing the content but as part of our scope of work, we would appreciate input in terms of prioritization and organization.

Organizational Background

AO is committed to excellence and performance by athletes at all ages, and the focus on integrity, fair play and sportsmanship ensures that Athletics Ontario is an inclusive organization, making athletics an accessible and affordable sport.

Athletics Ontario supports athletics events including track and field, race walking, cross-country, road running and para events.

Athletics Ontario provides a wide variety of programs and services to support the development of its members:

- Programming for Athletes
- Provincial Championships
- Provincial Team Opportunities
- Athlete Training and Workshops
- Club Support and Resources
- Rankings and Results
- Equipment Rentals
- Awards and Hall of Fame Ceremony.

AO Values:

- Health and fitness through sports and throughout life
- Commitment to excellence and the highest standards of performance by athletes at all ages
- Integrity, loyalty, fair play, sportsmanship, honesty, commitment, dedication, patience, mutual respect and cooperation
- Inclusiveness, accessibility and affordability in participation
- Individual development and measurable achievement encouraged by administrators, coaches, officials and staff committed to AO values
- High ethical and moral standards and practices in athletics and the governance of athletics
- Prudent, transparent stewardship that demonstrates value for the investment of fiscal and human resources

Project Goals and Target Audience

Project Goals

The outcome in mind for this project is a more user-friendly and functional website. We acknowledge that the current website is text heavy, quite visually outdated and extremely unfriendly for mobile users.

One of the most important goals will be to implement a new, fresh design. The existing platform has a lot of blank space, and some formatting errors. We want our new site to be easily navigable, where our members can find the information they are looking for with no confusion and non-members can learn how to join. Success will be determined through higher views and increased member registration, items which we would like to track through metrics such as how long time is spent on the site, click throughs, etc. The site is a place where new and potential members can learn about the benefits of being a member, and where they can easily access all of AO's championship and event information. (and links to current information etc.)

Target Audience

Our target audience includes athletes, parents, officials, coaches and volunteers, as well as potential stakeholders who we have to consider when reaching out in hopes of acquiring sponsorship and donations for major events. The new website must be mobile friendly as a large majority of users access the site on mobile devices. Our website can get upwards of 40,000 views during our championships and we have to be mindful of the many platforms the content is viewed on and by whom.

Sitemap

The new site should reflect the existing site to a certain extent. A number of the existing pages and tabs are required and should be carried forward to the new site; it is the layout and design where the major revisions are required.

Additionally, we are hoping to implement a Members Only section where we can allow our registered AO members to login and access important resources. We would also like the new site to be mobile friendly, because our current one is somewhat challenging to navigate on a mobile device.

Aside from these, we will speak more about specifics upon interviewing and selecting a vendor to complete the project.

Scope of Work and Deliverables

This project is going to require a number of services:

- Project management
- Content strategy
- Information design

- Sitemap
- Visual design
- Search engine optimization
- Mobile device optimization
- Testing and quality assurance
- Security software installation
- Software training

As we are hoping to do a complete redesign of our site, we will require all of the aforementioned services to ensure exemplary work is completed and our team is sufficiently trained to maintain the platform once revised. The information and visual design are going to likely be the lengthiest, because we would like to make some major changes, to our entire layout and the content mapping across the site.

Timelines

It is challenging to predict how long it will take, but we are hoping to have this project completed and implemented by September 30, 2018.

Technical Requirements

In our new design, we'd like our site to be mobile friendly, knowing that a lot of our users access our information on a mobile device, especially at our Championships. Our existing site has been sufficient to access on a mobile device or tablet, but we are hoping for something that is much more visually appealing on a smaller screen.

Secondly, we require an accessible website. As we offer services for both able bodied athletes as well as athletes with a disability (physical/hearing and/or visually impaired etc.), we have to ensure that our site is available to those who might rely on other software to access our information.

We would also like to explore the possibility of a Members Only section of the site that would require users to have a separate login to access information that only members should be privy to. We believe this would add value for our business, encouraging potential members to register with us, therefore helping us grow.

As our organization does continue to grow, we have started to discuss the possibility of adding the option for e-commerce on our site. We have begun the search for an apparel partner and would like to be able to sell merchandise to our membership in the future, so we are interested in the addition of e-commerce.

As we have recently discovered, our current site is not as secure as it could be. We would like to ensure that when we launch our new site, it is as secure as it can be, also ensuring that is continuously accessible for our members when they are searching for us. We know that platforms such as Google do not feature sites which are not secure, and we need to be discoverable.

Lastly, we are currently operating on a WordPress site. We would like to remain on this platform, and simply update the layout and design. If you have an alternative suggestion, we are certainly open to ideas, so long as they are within our budget.

Principal Point of Contact

The main point of contact will be Melissa Johnstone, Media Relations and Communications Coordinator for Athletics Ontario. In addition, Paul Osland, Chief Executive Officer, will be overseeing the project and will have the final say on all major decisions.

Budget

Our budget is \$7,500, which includes all assets, software licenses, services, etc.

Ongoing Support

Upon Project completion, our objective is to have a product that will allow for self-management with no ongoing support or sustainability programs required from the selected vendor. We understand that there will be a need for training and possibly targeted support regarding items such as analytics software training, software updates, security implementation and maintenance, but we anticipate this to be minimal. Given the scope includes remaining on the WordPress platform, we do not anticipate any issues with this and will agree on and implementation or maintenance strategies with the successful vendor.

Analytics Software

We will require some way to track visitors to our site. Our intention is to use a free tool such as Google Analytics, but we are open to suggestions. This is something that we'd like to have in place before the project is completed so we can track things right from the launch of the new site. This is also something that we might need some training in, because we currently do not use anything and we want to ensure that we are tracking correctly.

Sample Sites

A couple of sample sites that Athletics Ontario would like potential service providers to consider when designing our new site are as follows. These sites are what AO would like to mock in terms of look and feel.

Athletics Canada's website (<http://athletics.ca>) should certainly be considered as there is an association between the provincial and national organizations. The site is a little bit busier than AO would like but the layout is more ideal than our current one.

Arsenal Football Club (<https://www.arsenal.com/>) has a very clean and visually appealing website. The drop-down menus are easy to read and the text is simple. When you scroll down on the home page past the initial 'big' story, the block features are unique and make it easy to select which item

you'd like to click on next. There is too much information on the home page though. It requires a significant amount of scrolling where people may lose interest.

IAAF Diamond League (<https://brussels.diamondleague.com/en/home/>) has a site that we can easily relate to. Being an Athletics organization, we have a similar stock of information that we will need to see on our new site. The style and layout are much more ideal than the current layout of our website.

Criteria for Selection

As Athletics Ontario is a not-for-profit organization, price sensitivity is a key concern and driving factor. We are looking for the best product at the best price. Given the size of the organization, our staff wear many hats and while we will make ourselves available for consultation, we expect the successful vendor to provide expertise in the key areas with minimal oversight. Please provide examples of similar projects you have worked on for our reference, as well as your proposed timelines for the development and implementation phases of this project.

Selection Criteria

1. Total Cost to deliver (time and materials, anticipated out of pocket expenses, licenses etc.)
2. Experience in designing mobile friendly sites
3. Experience in similar projects, availability of pre-existing templates, etc.
4. Experience of the team proposed for delivery
5. Provision of a clear and concise project plan, timeline and resource plan
6. Relevant references and case studies (including experience with Not-For-Profit organizations)

Format and Proposal Timeline

Please submit your response to this RFP in PDF format. We require that you include names, titles and experience level of your staff who will be working on this project. If you plan on using sub-contractors or freelancers, please indicate this and provide background information on them. Please format the document at 1.5 spaced, with page numbers and a table of contents.

Please note that Athletics Ontario is willing to provide the selected vendor with recognition in the form of announcements, co-press releases and the opportunity to advertise their business in the footer of the new site, as well as potential for other areas for promotion in recognition of preferential pricing.

We require that all proposals are submitted by **March 31, 2018**. AO will follow up only with vendors we are interested in interviewing in April 2018.

Appendix A

Provided below is a checklist of everything that AO is looking for:

- New design and layout (this is our most important requirement)
- Members Only Section – Login to access resources
- E-commerce capabilities
- Mobile Friendly
- Recommendation on Analytics and tracking site visits