



Canadian Fencing Federation Request for Proposals Website Design/Implementation

1. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

- a. The Canadian Fencing Federation (CFF) is a not-for-profit national sports organization dedicated to growing and enhancing the sport of fencing as a lifelong recreation and a competitive Olympic sport. In order to further our goals of growing the sport, inspiring and informing the membership and recognizing our partners and sponsors, we plan to transition the CFF's website (www.fencing.ca/www.escrime.ca), with an updated, sporty, CMS driven site incorporating social media, videos and static content.
- b. The site transition and design will provide easier access and updating of the content and media.
- c. The site should be based on a Joomla 1.7 or better architecture. Content would be served from the CFF webhost.
- d. The site design must allow for bilingual content delivery.

2. BUDGET

- a. Our proposed budget range for project completion is \$2500-\$6000.
- b. Funding is secured and the Canadian Fencing Federation is ready to initiate the project immediately.
- c. We'd prefer to schedule payment for services as follows: 25% upon bid selection, 25% upon release of beta site and the remaining 50% upon completion.

3. TERMS AND CONDITIONS

- a. Organization must own, have full access to and have the right to customize site code.
- b. Terms for proposal:
 - i. Relevant dates
 - a. Proposal submission due date: **February 6th 2012**
 - b. Target website launch date: **April 2nd 2012**
 - ii. Proposals should be delivered to **Tim Stang (pa@fencing.ca)**
 - iii. All proposals must include a statement of authorization to bid signed by a principal of the responding company
 - iv. All proposals must use the proposal format outlined in this RFP
 - v. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project

- vi. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

4. BACKGROUND OF ORGANIZATION

The Canadian Fencing Federation is a non-profit, amateur sports association and is the national governing body of fencing. It includes ten provincial fencing associations, which in turn represent round two hundred local clubs from coast to coast. Its mandate is to establish, develop and support fencing in Canada and to represent Canada on the international scene.

Current website: www.fencing.ca/www.escrime.ca

5. AUDIENCE

- a) The primary audience will be current fencing participants, licence holders, coaches and competitors.
- b) The secondary audience will be the general public, media, sponsors, or other Interested parties that wish to learn more about the sport and where to participate.
- c) The tertiary audience is a team of administrators and coaches who will need the capability to "login" to access, edit and update special information.

6. SCOPE AND FUNCTIONALITIES

- a. *Goals of the website*
 - i. The site should form the basis of central portal of fencing information in Canada. The scope of the site should engage participants from recruitment to our high performance Olympic teams.
 - ii. The site should be the primary tool for members, participants, partners and funders.
 - iii. We want the site to attract new members and funders and interest of the general public as the focal point of our marketing plan.
- b. *Design*
 - i. The design should be consistent with Canadian Fencing Federation materials and Canadian sport while being bold and exciting.
 - ii. It is imperative that the site be designed with bilingualism in mind. Fencing Canada has made it our mandate to publish all materials in both official languages and provide an ease of accessibility in both languages.
 - iii. Navigation should be clear and concise. It is hoped that restructuring navigation will solve navigation confusion currently existing on the site.
 - iv. Highlight most used site elements

- a) Domestic Rankings
 - b) High Performance
 - c) Membership – Licensing
 - d) Policies and Procedures
 - e) Where to fence
- v. Make use of photographs and videos. In particular a gallery of YouTube videos displaying specific fencing skills (60+ videos)

7. REPORTING NEEDS

The Canadian Fencing Federation currently makes use of Google Analytics. All designs must ensure this functionality continues. Additional reporting mechanism suggestions would be considered.

8. SITE SPECIFICATIONS

a. Design parameters

- i. Provide an open source content management system. While Joomla is highly preferred, alternative CMS will be considered based on the ability to delegate and maintain management of components of the website. The management permissions should allow for the distribution of permission to staff and volunteers to input content which may or may not require site manager approval.
- ii. The design will take full advantage of social media services and links such as Facebook, Twitter and etc.
- iii. It is essential that the site provide a means of displaying YouTube videos in a gallery format with annotations for a fencing skill matrix.
- iv. Much of the existing policy and documentation is published using Adobe Acrobat (pdf), any content system should provide an easy means of linking and updating links to this documentation.
- v. Several existing elements such as license (membership) lists, and domestic rankings are generated from external databases and served from csv based files via Perl scripts. Updated designs should allow for the continuance or potentially incorporation of such data.
- vi. The updated site design should encourage visitors to donate to the team, or program of their choice.
- vii. From time to time, partners publish video and other media content. The design should allow for integration of this external content into our ongoing news feed

b. Accessibility/Usability

- i. It is imperative that the site be designed with bilingualism and support of both official languages for the end user. Administrative control systems may be unilingual English however bilingualism would be a distinct asset.
 - ii. Streamline and reorganize content and navigation. To better serve our members/license holders.
 - iii. Site should integrate the publication of updates to an ongoing mailing list.
 - c. Platform, if applicable
 - i. The current site is established on a standard UNIX host (Primus/Magma Canada) with MySQL and PHP V availability.
 - ii. The current web host is fully compatible with Joomla 1.7 or better.
 - d. eCommerce
 - i. The Canadian Fencing Federation currently makes use of Beanstream Registration Services and HB Sport Management to provide membership registration, clothing sales and product sales.
 - ii. While not essential for the RFP, solutions for integration and enhancement of these services would be considered.
- d. Example Sites – Comparable Designs
 - i. www.volleyball.ca
 - ii. www.rugbycanada.ca
 - iii. www.britishfencing.com
 - iv. www.escrime-ffe.fr
 - v. www.fie.org
 - vi. www.usfencing.org

9. STAFF RESOURCES

Point of contact/project manager: Tim Stang (pa@fencing.ca)

10. FORMAT FOR PROPOSALS

1. Executive Summary
2. Technical Volume
 - a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
 - b. Address usability standards and testing

- c. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management Volume

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities
- b. Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: Identify the costs we will need to pay to develop or host the site.
- d. Training and Style Guide: Identify costs to train our staff to use site tools and provide a style guide.
- e. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references.