



Request for Proposal

The Project:

Work closely with key stakeholders, including professional staff and volunteers, to strategically redesign U.S. Figure Skating's organizational website (usfigureskating.org). Oversee the process from initial audit stage through the execution and successful launch of the new website.

November 28, 2018

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Confidentiality Statement

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Thank you for your consideration.

U.S. Figure Skating

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Introduction and Executive Summary

U.S. Figure Skating launched the organization's current website (usfigureskating.org) more than 15 years ago. Enhancements since the initial launch have included the addition of advertising locations in 2005, a minor redesign to the site's look and feel and a homepage redesign completed in 2009. The site currently exists on an increasingly obsolete CMS and lacks the mobile responsiveness necessary to fully engage the mass majority of today's users.

U.S. Figure Skating recently completed a multi-year, organizational, brand-based marketing campaign, the successful rebranding of its introductory skating program (Learn to Skate USA) and the recent retooling of usfigureskatingfanzone.com. It is now time to focus on the organization's website, the hub of digital communication with members. The end goal of this project is to provide the organization's digital content in a more accessible manner for its members, taking advantage of advancements in web design that allow for more efficient content sharing and mobile accessibility. It is also important that the site is equally visibly pleasing and informational, helping to attract new skaters to the sport.

U.S. Figure Skating's Board of Directors, various volunteer groups and staff recognize the importance of this project and are poised to work closely with a vendor to take on this task.

U.S. Figure Skating is soliciting interest via this Request for Proposal (RFP) from website design and technology companies ("Vendor") with the purpose of analyzing the content of the current website, to develop a strategic design and then build out and launch a new, world-class organizational website.

For the projected 8 to 10-month timeline, the first objective is to completely audit the existing website to fully understand what areas of the site are important to key stakeholders and how the site is used by members and the public. These findings will then be utilized to strategically design and develop a new, state-of-the-art website that provides the optimal user experience.

Business Overview & Background

A Colorado based a non-profit organization; U.S. Figure Skating is the national governing body for the sport of figure skating in the United States. U.S. Figure Skating is a member of the International Skating Union (ISU), the international federation for figure skating, and is a member of the U.S. Olympic Committee (USOC).

U.S. Figure Skating is one of the strongest and largest governing bodies within the Olympic movement, with more than 192,000 members composed of member clubs, collegiate clubs, school-affiliated clubs, individual members, Friends of Figure Skating and Learn to Skate USA participants.

Charter member clubs of U.S. Figure Skating numbered seven in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has more than 750-member clubs and 1,000 registered Learn to Skate USA programs that have taught more than 2 million people how to skate since 1968.

Volunteers serve on U.S. Figure Skating's 15-member Board of Directors and more than 1,000 volunteers serve on numerous national committees. Thousands more volunteers dedicate their time and talent to club activities, judging, officiating and competition management around the country each year.

Detailed Specifications

The purpose of this RFP engagement is to identify a short list of Vendors who will be considered to partner with U.S. Figure Skating in the redesign of the organization's website (usfigureskating.org). Over the next 8 to 10 months, U.S. Figure Skating and its Vendor partner will conduct a thorough audit of the existing website with the goal of fully understanding what areas of the site are critical to key stakeholders and how the site is used by members and the public. Based on the learnings of the audit, and implementing industry best practices, the selected Vendor partner will work with U.S. Figure Skating to develop a new, state-of-the-art website that provides a world-class user experience. The targeted launch date for a new site is early September of 2019.

With U.S. Figure Skating's 100-year anniversary to take place in 2021, and the 2022 Olympic Winter Games in Beijing, China to follow shortly after, this project comes at a critical juncture in the organization's history as proactive efforts are undertaken to remain among the highest profile, most respected and popular sports in the Olympic movement.

This RFP is for services provided by the Vendor solely as outlined above. Although not a requirement of Vendors responding to this RFP, U.S. Figure Skating asks respondents to clearly outline the following:

- Cover letter/Statement of Interest addressed to Ramsey Baker, CMO, U.S. Figure Skating
- Company overview, including size, office locations, company history, etc.
- Previous and/or current client list
- Examples of relevant projects/previous work
- Up to three references
- Account management structure, i.e. how you would work with U.S. Figure Skating
- Your ability to provide services on a "low bono" pricing structure
- Any additional key attributes of your company that you would like to share

The following is a requirement of Vendors responding to this RFP. Please respond based on work performed on previous projects of similar nature and your basic understanding of the project requirements as outlined in this RFP. Please also provide a general outline and estimated costs associated with the implementation of a project of this scale, with the understanding that additional SOW direction, including a detailed timeline with milestones and a more detailed budget will be discussed with those Vendors selected as finalists for the next phase of the project's review.

Target Audience of Vendor Response:

- U.S. Figure Skating headquarters executive staff
- U.S. Figure Skating Board of Directors and relevant volunteer committee groups

RFP Timeline

December 19	RFP responses due to U.S. Figure Skating (<i>early responses will be considered upon receipt</i>)
Dec. 20-Jan. 4	Initial proposal review
January 7-8	Finalist(s) notified and interviews scheduled
January 14-18	Follow-up interviews conducted
January 25	Finalist Q&A documents and final proposals due
February 4-10	U.S. Figure Skating Board of Directors approval of Vendor selection
February 11-15	Vendor agreement completed
February 19	Project launch
September 4	Website launch

Copyright Ownership

All works created by the vendor in connection with the services outlined in this RFP will have been specifically ordered and commissioned by U.S. Figure Skating as works made for hire under U.S. copyright laws. Accordingly, U.S. Figure Skating will exclusively own all right, title and interest in such *works* throughout the world.

Terms and Conditions

Once a Vendor has been selected (no later than February 10, 2019), an official contract outlining the terms of this project will be completed with the Vendor that has been selected.

Submission Guidelines

If you are interested in becoming the Vendor for this project, please respond to this RFP no later than:

Wednesday, December 19, 2018
Submissions due by 5pm MT

Your proposal should be addressed to:

Ramsey Baker
Chief Marketing Officer
U.S. Figure Skating
20 1st Street
Colorado Springs, CO 80906
t: 719-635-5200
Sent via email to: rbaker@usfigureskating.org

Submission Questions and Clarifications

You may contact the following people with questions or for clarification on any topics in this RFP:

Ramsey Baker
(as above)

Michael Terry
Director, Communications
U.S. Figure Skating
20 1st Street
Colorado Springs, CO 80906
t: 719-635-5200
Sent via email to: mterry@usfigureskating.org