



REQUEST FOR PROPOSALS

Website Maximization and Marketing

About Florida Sports Foundation

The Florida Sports Foundation, a 501(C) 3 non-profit corporation, is the official sports promotion and development organization for the State of Florida. It is charged with the promotion and development of professional, amateur, recreational sports, and physical fitness opportunities that produce a thriving Florida sports industry and environment. With a seemingly endless list of sporting ventures and venues, the Florida Sports Foundation strives to promote Florida's unique sports industry. Learn more at www.playinflorida.com.

OVERVIEW

Florida Sports Foundation (FSF) utilizes individual websites to highlight the Florida Senior Games (FSF), the Florida Sunshine State Games (SSG) and the Grapefruit League. The websites provide the public with up-to-date access to information on scheduling, event registration and general information requiring regular updates. The Foundation also uses the analytics collected from these websites to inform strategic marketing opportunities via digital and social media.

FSF is requesting proposals for a sports focused website design and maintenance agency that can utilize website traffic data to provide a targeted marketing digital media campaign to promote FSF games and attract new customers and athletes. FSF will qualify all applying agencies by learning more about their processes, core team members and experience.

OBJECTIVE

FSF is looking for a full service, sports industry focused, web development agency that can manage and support the existing websites and collect user data to maximize strategic digital marketing opportunities. The chosen entity will partner and collaboratively work with FSF to:

- 1) Provide content updates timely and recommend site improvements based on industry standards and best practices.
- 2) Utilize "in house" resources to collect user data, create and recommend a digital marketing campaign supported by data and execute agreed upon plan.
- 3) Provide regular updates on data collection and pertinent data elements that can inform decision making.

Target Audiences

All website support and targeted marketing initiatives must focus on reaching the following targeted audiences with the goal of generating an increase in awareness of the Foundations programs and participation in events:

- New Athletes- Based on Florida’s demographics and population, there is likely a large segment that is unaware of the opportunities provided by FSF. Identifying and messaging to this population is central to the continued success of the FSF
- Event Sponsors – Event Sponsors are critical to expanding the participation in, and marketing of, FSF events. Sponsors are likely connected to the sports industry and would share a common interest in connecting with athletes.
- Out of State Visitors – Through FSFs promotion of the Grapefruit League (spring training baseball), the FSF brings large numbers of people to Florida to attend spring training. Florida has 15 major league baseball teams that call Florida home for spring training. Increasing awareness of the Grapefruit League should result in an increase in out of state visitors.

Technical Requirements

The site must have a content management system so that designated FSF personnel with no-HTML background can make easy updates to the site. An administrator should be able to provide rights to specific sections of the site for designated FSF personnel.

Performance Requirements:

- Responsive web design (RWD) architecture to the website provides an optimal viewing experience, ease of reading and navigation with a minimum of resizing, panning, and scrolling across a full range of devices (from desktop computer monitors, tablets and mobile phones)
- Provide optimized performance and loading times
- Allow for streamlined administrative workflow
- Compatibility with all modern standard browsers, which include the two (2) most recent versions of desktop and mobile browsers, including Google Chrome, Mozilla Firefox, Safari, Microsoft Internet Explorer, and Android Browser.

PROCESS / SELECTION CRITERIA

Process

The objective of this RFP is to understand your experience and the depth/breadth in which you have carried out similar activities for other clients successfully as well as your vision for our next campaign.

1. All interested agencies should provide a proposal with fee structure to FSF. Details to be included in the statement are outlined in the following section.
2. Upon receipt, an evaluation committee will review the proposals.

3. The top qualified agencies may be asked to answer questions or provide a phone/virtual presentation based on their proposal.
4. An evaluation committee will select the agency and make a recommendation to FSF.
5. Once approved, the agency will execute an agreement with FSF.

Florida Sports Foundation reserves the right to select one or multiple vendors for the work requested, or to reject all proposals. It is anticipated that the selected agency will be required to commence immediately upon execution of the agreement with FSF.

Selection Criteria

Criteria for selecting a sports industry marketing agency include, but are not limited to:

1. Strategic vision
2. Capability
3. Process
4. Creativity
5. Experience
6. Core Team Members
7. Cost Structure

Consideration will be given to agencies with both strategic thinking and executional excellence.

PROPOSALS

Please submit a proposal in hard copy and electronic format (PDF). The proposal should not exceed 20 pages. An appendix can be provided, but will not be required reading by the evaluation committee and should not include information critical to the proposal. Proposals lodged in any manner other than as detailed here, or are submitted after the deadline shall be deemed to be ***invalid and may be excluded from consideration. The following information should be included:***

- I. Company Information
 - a. Contact information
 - b. Year established
 - c. Core competencies and overall services provided
 - d. Client mix breakdown by revenue (under \$1 million, \$1-\$5 million, \$5-\$10 million).
 - e. Bios for all key personnel that will be part of the proposed project team and identify the member with whom FSF would directly communicate
 - f. Overview of project process

- II. Experience
 - a. Client list (highlight those in the sports industry)

- b. Please share with us summaries of two projects of which you are particularly proud and why. Share your process, how you measured results and why you felt it was successful. Please focus on the following areas:
 - i. Branding (showcase before and after products)
 - ii. Advertising (Digital)
 - iii. Direct Marketing
 - iv. Web/Social Media
 - v. Unique Marketing Initiatives
 - vi. List of similar engagements

III. References

Provide contact details for at least three sport related client references. Describe services provided and projects completed for these clients if not previously mentioned.

IV. Cost Estimate

- a. Costs should include one-time fees, customer service fees, maintenance fees, upgrade fees, software fees, and integration fees. We must be aware of all the potential costs. A chart that shows year 1 costs and then subsequent year costs.

Please add the following language to the end of the proposal:

“By virtue of submission, (the company) declares that all information provided is true and correct.”

DEADLINE/CONTACT INFORMATION

Deadlines

- If your agency is interested, please confirm your intent to submit to Matt Guse via email at mguse@playinflorida.com by **April 30, 2021 at 5:00 PM ET.**
- All questions must be submitted via email to Matt Guse by **May 5, 4, 2021 at 5:00 PM ET.** Responses will be posted on the Florida Sports Foundation. website on **May 12, 2021 at 5:00 PM ET.**
- Please email the final proposal to Matt Guse, to be received by **May 21, 2021, at 5:00 PM ET.**

Notes

- *All work undertaken for this project is subject to public record including contract details and compensation.*
- *All questions must be submitted via email. Responses will be shared with all who have indicated they will submit a qualifications statement and those involved in the proposal process.*