



WOMEN'S FLAT TRACK DERBY ASSOCIATION

**WFTDA.COM AND WFTDA.TV
REQUEST FOR PROPOSAL**

Issue Date: April 5, 2014

Due Date: April 21, 2014

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REQUEST FOR PROPOSAL

The Women's Flat Track Derby Association (WFTDA) is seeking proposals from qualified firms or individuals to assist with redesign and development of two websites: Our public, organization website WFTDA.com, and our broadcast channel site, WFTDA.tv.

Background

The WFTDA is the international governing body for the sport of women's flat track roller derby, and a membership organization for leagues to collaborate and network. There are currently over 300 member and apprentice leagues.

The WFTDA sets standards for rules, seasons, and safety, and determines guidelines for the national and international athletic competitions of member leagues.

The organization is composed of a volunteer Board of Directors and elected Officers (who are also league members) and a handful of paid staff and consultants. Each league appoints one or more skaters and officials to represent their league and serve on a WFTDA committee, such as Finance, Marketing, Sanctioning, and Referee Certification.

The selected Vendor will work with both Staff and Volunteers to design and develop the new WFTDA.com and WFTDA.tv sites.

About the Project

We are requesting proposals to redesign and build WFTDA.com and WFTDA.tv.

The current version of WFTDA.com is a proprietary site and CMS built on a Zend PHP 1.2 framework by Spenlen Media. It is part of a larger system that includes our Membership Database, which is NOT within the scope of this project. The current version of WFTDA.tv was built on Wordpress 3.6. Ideally, both sites will utilize the same content management system.

Both sites will be managed by tech-savvy WFTDA volunteer staff, though vendor support and availability during WFTDA tournaments is required for WFTDA.tv.

All data and content will be provided by the WFTDA to the selected vendor.

Requirements/Areas for Improvement

Feedback from current website administrators and key stakeholders indicates the following areas for improvement:

1. **eCommerce** - The WFTDA sells merchandise online, such as rule books, apparel, and patches. Some items are not advertised to the general public, such as member patches and official patches. In addition, access to some WFTDA.tv streams require a subscription. We would ideally like to use the same eCommerce package for streaming media access as is used for merchandise, and if possible, point-of-sale transactions. We are open to recommendations for the best way to manage these various components.
2. **Permissions-Based Publishing/Workflow** - the WFTDA would like the ability to assign editing permissions and publishing permissions separately by user or user group. In addition, some sections of the site should be editable by some and not others. For example, only Marketing may create Press Releases, while only Rules committee members may update the Rules section.
3. **Mobile-Friendly** - We would like the new design to be responsive with a minimum of one breakpoint for mobile phones, possibly a second for tablets. All UX controls should be touch-screen friendly.
4. **Content Organization** - The evolution of the site's content has led to there being many pages/sections that do not fit well into the current navigation schema. Content must be easy to find for new fans, old fans, skaters, officials, members of the media, member leagues, apprentice leagues, and non-member leagues.
5. **Forms & Code Snippets** - The current iteration of the site includes forms for various types of contacts/FAQs. We may also like to include forms for things like apprentice league applications and sponsor enrollment. We also need the ability to paste snippets of HTML and/or JavaScript in order to facilitate content embedding, such as ad banners or embedded media.
6. **Performance/Scaling** - Both WFTDA.com and WFTDA.tv have traffic patterns that are relatively flat, with occasional spikes. WFTDA.com traffic spikes with key announcements, such as quarterly rankings or other major press releases. WFTDA.tv spikes during tournaments, particularly high-profile bouts, and can be expected to have upwards of 5,000 simultaneous logged-in users for paid events and 10,000 simultaneous not logged-in users for free events for the 2014 season. We expect it to grow up to 5 times that amount over the next 3 to 5 years, and higher beyond.
7. **Foundation for Multilingual Content** - The WFTDA plans to add multilingual content in 2015, so the selected platform must support custom translations.

In parallel with this website redesign/development project, the WFTDA is currently seeking partners/tools to provide the following functions/services:

- **Streaming Media** - Live Events and Archives, both free and with various subscription/payment models, available on desktop and mobile devices.
- **Games Data Management** - The tracking and recording of scores and stats in real-time during bouts
- **Online Forum** - A private forum for WFTDA member leagues, apprentice leagues, volunteers, and staff.

In the future, the following functions/services will be added to the WFTDA's array of online tools/properties:

- **Interactive Games** - The WFTDA has held online bracket games for tournaments, and may expand into other types of games or interactive media that need to be linked from and/or embedded in the site.
- **Single Sign-On** - In the future, users should authenticate via a central system (TBD). The selected CMS platform should allow for 3rd-party login/authentication.
- **Resource Library** - The WFTDA currently utilizes SharePoint to keep shared resources. The ability to post resources and protect them by security group is not a requirement for this project, but a platform with these capabilities would be a plus.

While these are not within the scope of this RFP, experience with any of the above should be noted and will be favorably considered.

Hosting and Development Workflow

Our resources are hosted on a cloud based platform with source and deployment configurations stored in GitHub. We will require a set of installation requirements and configuration details so that we can integrate this into a Chef recipe for deployment. A private source repository will be provided for development and/or releases for code review and quality control. Releases to a staging and/or production environment will be pushed from the primary GitHub repository.

RFP Process & Timeline

We will collect proposals through Monday, April 21, 2014 and conduct follow-up interviews through April 30. The selected vendor will be notified by May 1. Required project completion date is August 1, 2014.

Responses due: April 21

Evaluation and follow-up meetings: April 21 - April 30

Firm selected: May 1

Project start: Immediately upon vendor selection.

Project completion: WFTDA.tv must be tested and live no later than August 1, 2014. WFTDA.com may be completed later in the year, though a coordinated launch is preferable. We are open to and encourage vendors to propose a phased rollout schedule to meet this date.

Term of contract: Pending vendor selection and negotiation

Payment schedule and milestones: Pending vendor selection & negotiation

Evaluation Criteria

Proposals will be evaluated on overall best value for the WFTDA based on:

- Quality of work, both in terms of project execution and client relationship management
- Ability to propose a scope of work that meets the WFTDA's business goals on time and within budget
- Demonstrated experience in similar projects (sites that include eCommerce, custom content tools, and large-scale PPV media integration)
- Active clients similar to the WFTDA (volunteer-supported, non-profit, international and/or amateur sports organizations)
- Business and technical reputation and capabilities

The top candidates will be interviewed by the selection committee to determine which firm or consultant most closely meets the needs of the WFTDA.

Proposal Guidelines

The proposal should contain the following components:

Company Information or Personal Background if Independent Contractor

Please describe your company, including:

- Core competencies and areas of expertise
- Years in business
- Office locations and number of employees
- Key personnel who would be involved with this project
- Number of clients and brief description of client base, with focus on clients or projects similar to this one
- Typical workload; i.e., smallest and largest recent client/project, typical and maximum number of concurrent projects
- What is your familiarity or experience with roller derby, and what makes you a good fit for the WFTDA?

Cost

The WFTDA has budgeted \$40,000 for the design, development, testing, and deployment of WFTDA.com and WFTDA.tv. We encourage vendors to give an honest quote. If it is not feasible to achieve our goals within the current budget, please suggest either a phased/abbreviated process, or suggestions for scope reduction to fit within our budget.

Please detail the following:

- Payment terms: Hourly or project rate?
- Licensing fee (Include any 3rd party fees, such as Type services)
- Ongoing maintenance: Please provide a breakdown of your ad-hoc pricing, and a recommendation for maintenance contract.

Project Management & Development Process

This section should represent a significant portion of your proposal and identify:

- Technical approach
 - What is your proposed Solution for the requirements above? Please include technical platforms and any 3rd party packages you intend to use.
 - What is your process for defining the system? Do you use a specific methodology or toolset?
 - What skills does your firm bring to the table? How many will be on the project team, and what are their areas of expertise?
- Key project phases and deliverables (Design documentation, specs, test plan, etc.)
- Quality assurance plan (How will you ensure that the sites will function as expected during live events and/or traffic spikes?)
- Client responsibilities (What information or support do you need from the WFTDA throughout the project?)

Timing

The proposal should include a high-level project schedule, with milestones expressed in number of weeks after the contract is awarded. Please be mindful of the requirement to launch WFTDA.tv by August 1, 2014.

Training and Ongoing Support

- Describe the training you feel would be necessary for WFTDA personnel to use and manage the new system, and the format in which training would take place. (User guides, webinar, on-site, train-the-trainer, combination...)
- The WFTDA expects to take responsibility for the new system once deployed, but may need occasional customer support or development assistance. Please describe ongoing maintenance & support options available.
- The selected vendor will be expected to interface with video production staff and/or the hosting

company to troubleshoot any issues and maintain the live sites.

- In addition to occasional customer support, the WFTDA requires on-call availability during tournaments. The tournament schedule can be found here:

- <http://wftda.com/news/wftda-announces-2014-tournament-dates-and-locations>
- Amended schedule: <http://wftda.com/news/wftda-amends-schedule-for-2014-playoffs>

References

Please provide 2 - 3 client references, preferably from nonprofit or volunteer organizations.

Contact Information

Proposals and all related materials must be submitted via email no later than April 21, 2014. Send proposals and direct any questions to:

Juliana Gonzalez
rfp@wftda.com

