



WOMEN'S FLAT TRACK DERBY ASSOCIATION

**INTERACTIVE BRACKET GAME
REQUEST FOR PROPOSAL**

Issue Date: February 21, 2013

Due Date: March 7, 2013

WFTDA INTERACTIVE BRACKET GAME

REQUEST FOR PROPOSAL

The Women's Flat Track Derby Association (WFTDA) is seeking proposals from qualified firms or individuals to assist with the creation and development of an interactive bracket game for the WFTDA in 2013.

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 more than 250 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 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.

About the Project

The WFTDA is requesting proposals to build the 2013 Bracket Bonanza, a bracket "Pick 'Em" game similar in content and playability to the bracket games used during the NCAA March Madness. After having successfully run 2011 and 2012 Bracket games from a third party site, we are looking to expand upon this foundation, and develop the overall audience participation and fan experience.

Quality of user interface, accessibility of user's gaming data, and innovative games are the primary concerns for the WFTDA. WFTDA requires that users have a clear and easy to understand interface with the game. They should be able to easily login and navigate on the game page, and should have no difficulty playing the game.

WFTDA requires that the completed project have full database functionality. This includes registration information as well as the ability to examine and interpret individual player's picks within the game. WFTDA is open to having the game currently integrated with our existing websites: either wftda.com or wftda.tv, or a 3rd party microsite, but ease of integration with current website properties is definitely a consideration (integration and functionality is open for the developer to propose).

The organization's interest in this project centers on ensuring a quality, fun gaming experience for fans, which contributes to a long-term, sustainable promotional exposure for the WFTDA, its teams, and its skaters. In 2014, WFTDA will be exploring additional interactive games, and the 2013 Bracket Bonanza developer will be well-positioned to be involved with those projects.

Process & Timeline

We will collect proposals through March 7, 2013, and conduct follow-up interviews through March 15. The selected vendor will be notified by March 22. Desired project completion date is June 1, but the final schedule and milestones will be determined in collaboration with the selected vendor.

Responses due: March 7

Evaluation and follow-up meetings: March 8 - 15

Firm selected: March 22

Project start: April 1

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; proposed project and solution to the needs of the WFTDA; service; price; the proposer's demonstrated experience in similar projects; and the proposer's business and technical reputation and capabilities. The top candidates will be interviewed to determine which company most closely meets the needs of the WFTDA. Strong preference will be given to candidates who can deliver a finished and bug free product by June 1, 2013.

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: 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

Will you charge an hourly rate or a project rate? What is the fee for ongoing maintenance? What would be the total cost for the project?

Please provide a specific breakdown of your pricing.

Project Management & Development Process

This section should identify:

- Technical Approach (including proposed platform, functionality, basic project steps, etc.)
- Key project phases and deliverables (design documentation, specs, test plan, etc.)
- 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.

Training and Ongoing Support

- Describe the training you think would be necessary for WFTDA personnel to use and manage the new system, and the format in which training would take place, such as user guides, webinar, on-site, train-the-trainer, or a 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 and support options available.

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 March 7, 2013. Send proposals and direct any questions to:

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