



## **Request for Proposals**

### **BC Athletics Rebrand and Website Development**

**Deadline for Submissions: May 15, 2025**

#### **INTRODUCTION:**

BC Athletics is the provincial non-profit amateur sport organization for Track & Field, Race Walking, Cross-Country Running, Mountain & Trail Running, and Road Running. BC Athletics is made up of individual participants, member clubs and affiliated organizations. We are a branch member of Athletics Canada. The organization generated revenue is \$1.5 million in 2024 and has a workforce of 7 full-time and part-time employees.

#### **PROJECT PURPOSE:**

BC Athletics is seeking to undertake an organizational rebrand that will better represent our vision, mission and values (culture) and resonate with the diversity of participants in Athletics and our member organizations.

Additionally, BC Athletics would like to undertake website redevelopment, where it will better serve the Athletics community by improved functionality and user experience.

We have recently undertaken an exercise to craft a set of culture statements that we feel express our new direction.

[BC Athletics Culture Statements](#)

#### **The “BIG PICTURE” objectives of this project are as follows:**

- Modernized brand identity that represents the diversity of the sport of Athletics (a sport made up of many events)
- Increased brand recognition that is aligned with organizational values
- Enhanced user experience on the BC Athletics website
- Streamlined communication and resources for current and prospective members  
Increased capacity for online engagement and functionality (learning management system, members-only section, ecommerce etc.)

**SCOPE OF WORK:**

To help BC Athletics reimagine and modernize our brand identity by undertaking a robust process to discover how to best represent our organizational vision, mission and values in the context of the sport of Athletics. This process should include consultation with the BC Athletics Board of Directors, staff and key stakeholder groups (surveys, focus groups etc.)

- **Rebrand Scope:**
  - Logo Redesign
  - Visual Identity (color palette, typography, brand guidelines).
  - Brand Messaging (tone of voice, tagline, key messaging).
- **Website Development Scope:**
  - **Website Design:** Embed the rebrand into the style and aesthetics of the website.
  - **Website Flow & Usability:** Provide exceptional user experience while navigating the website with ease and simplicity.
  - **Functionality Requirements:**

<b>Essential Website Components:</b>	<b>Additional Features:</b>
<ul style="list-style-type: none"> <li>• Calendar of Events listing/directory</li> <li>• Easy to edit with minimal/no coding experience</li> <li>• Integration of media – videos, social media etc.</li> <li>• Seamless organization and flow of information for each of our membership types</li> <li>• Members-only content access</li> <li>• Engaging storytelling design</li> <li>• Downloadable forms or documents</li> <li>• Sponsor / supporter banner</li> <li>• Agility to respond to technology advancements</li> </ul>	<ul style="list-style-type: none"> <li>• Learning management system, or option to integrate a learning management system for digital course hosting</li> <li>• Ecommerce capacity</li> </ul>

- **Responsive Design:** Ensure the site works on all devices (mobile, tablet, desktop).
- **Hosting Requirements:** Vendor will need to provide options for website hosting.
- **SEO Best Practices:** Vendor will provide options for an SEO strategy on a go-forward basis, ensuring the website is designed with this in mind from the group up.
- **Content Migration:** Vendor will help BC Athletics assess what information should be migrated from the current website.

- **Testing & Quality Assurance:** Work with the BC Athletics team on testing the website to ensure that user experience meets expectations. Provide BC Athletics team with training to manage content.
- **Launch:** Conduct a soft launch and presentation to the Board of Directors of the final product prior to final delivery and launch to membership.
- **Post-Launch Support:** Provide ongoing support for troubleshooting or required updates – timeline TBD.

#### **TIMELINE:**

- **Project Milestones:**
  - **Appointment of Vendor:** by May 31, 2025
  - **Initial discovery and planning:** June 2025
  - **Final delivery and launch:** Winter 2025

#### **SUBMISSION REQUIREMENTS:**

- BC Athletics invites proposals from a diverse range of individuals and organizations who can meet the expectations of the project, with a preference for local BC and/or Canadian organizations with previous experience working with sport organizations and/or not for profit organizations.
  - Proposals should be submitted as a **single PDF document**, including the proposed budget for the project. Proposals should include the vendor and team members' qualifications and examples of past projects.
  - Vendors are asked to submit a detailed budget for all components of the project. BC Athletics is committed to achieving the best value while ensuring the affordability of services, given our status as a non-profit organization.
  - Proposals must be submitted by May to [Megann.vandervliet@bcathletics.org](mailto:Megann.vandervliet@bcathletics.org)
    - i. Subject: BC Athletics Rebrand and Website Development Project

**PROPOSAL SCORING RUBRIC: (Criteria will be weighted equally)**

<b>Criteria:</b>	<b>Description:</b>	<b>Score (1-10):</b>
<b>Understanding the Project Scope</b>	Does the proposal demonstrate a clear understanding of BC Athletics' needs for both the rebrand and website development? Does it address all aspects of the project, including timelines, goals, and outcomes?	
<b>Budget and Cost Breakdown</b>	Does the proposal provide a detailed and transparent cost breakdown? Does the proposed budget align with the scope of the project, and is it reasonable given the deliverables and timeline?	
<b>Communication &amp; Collaboration</b>	How well does the proposal describe the process of communication and collaboration between the vendor and BC Athletics throughout the project? Is there a clear plan for regular updates and feedback? How does the vendor plan to engage other stakeholders to understand the full scope of the project?	
<b>Previous Experience and Portfolio</b>	Does the proposal include examples of previous rebranding and website development work? Are there relevant case studies or examples that demonstrate successful outcomes for similar organizations? Does the application demonstrate previous experience with sport organizations or not for profit organizations?	
<b>Technical Expertise</b>	Does the proposal showcase the technical capabilities necessary for website development (e.g., user experience, responsive design, content management systems)? Are relevant technologies and platforms clearly outlined?	
<b>Long Term Strategy and Support</b>	Does the proposal consider the long-term vision for BC Athletics' branding and website? Is there a plan for future scalability, flexibility, and adaptation as the organization grows or evolves? What kind of support can the vendor provide to BC Athletics staff once the project is completed?	
<b>TOTAL:</b>		

**LEGAL TERMS:**

By submission of a proposal the Vendor agrees to maintain in confidence all information provided by BC Athletics in relation to the Request for Proposal. The contents of the Request for Proposal and any information provided by BC Athletics in relation to this Request for Proposal may not be used or disclosed by a Vendor for any purpose other than in relation to the proposed or actual submission of a proposal.

All documents, reports, working papers or other materials submitted to BC Athletics shall become the sole and exclusive property of BC Athletics, in the public domain, and not the property of the Vendor. The Vendor will be required to assign any and all copyright to BC Athletics. BC Athletics will have exclusive rights to copy, edit, publish, and re-use all material in connection with this project and as reference material for future works without further compensation to the Vendor.

No proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in this Request for Proposal process, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim.

BC Athletics reserves the right to cancel this Request for Proposal at any time and for any reason, and will not be responsible for any loss, damage, cost, or expense incurred or suffered by any Consultant resulting from that cancellation.

Thank you for your interest in supporting BC Athletics. We look forward to reviewing your proposal.