

# **REQUEST FOR PROPOSAL**

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## **CANADIAN SPORT INSTITUTE ONTARIO** Website Development

**Issue Date: July 29, 2021**

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**CANADIAN SPORT INSTITUTE ONTARIO**  
875 MORNINGSIDE AVENUE, SUITE 100, TORONTO, ON, M1C 0C7

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## 1 INTRODUCTION

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### 1.1 COMPANY PROFILE

Canadian Sport Institute Ontario (CSIO) is a non-profit organization committed to the pursuit of excellence by providing best-in-class programs, services, and leadership to high performance athletes, coaches, and National and Provincial Sport Organizations to enhance their ability to achieve international podium performances. Our team of expert practitioners deliver sport science, sport medicine, life services, and coaching and technical leadership support to help Canada win medals and strengthen the sport system in Ontario and Canada.

CSIO is part of the Canadian Olympic and Paralympic Sport Institute Network, working in partnership with the Canadian Olympic Committee and Canadian Paralympic Committee. CSIO is further supported by funding partners such as the Ministry of Heritage, Sport, Tourism and Culture Industries, Sport Canada, Own the Podium, and the Coaching Association of Canada.

CSIO's purpose is to *Elevate People and Performance*.

### 1.2 PROJECT SUMMARY

CSIO is launching a project to create a new website that is professionally designed and developed to be user friendly and easy to navigate, both on the front and back ends. We are looking for expertise in the development of a website strategy, site design and structure, and the implementation of a new, robust and flexible content management system (CMS).

It is important to note that the website solution provided must be bilingual and offer users the ability to navigate content in both English and French. CSIO, as mandated by our funding partner Sport Canada, must, to the best of our ability, make all content available simultaneously to users in both languages. CSIO currently utilizes a third party translator to assist in facilitating this requirement.

One of the main objectives of the website project is to have the vendor address CSIO's need to better utilize the website as a storytelling platform and more proactively showcase who we are and what we do, and in a way that offers true value to our stakeholders. We want the new website to be our number one vehicle to deliver a wide variety of content to, and engage with, our diverse group of stakeholders, including but not limited to:

- 1,000+ High Performance Athletes and Coaches
- National and Provincial Sport Organizations and Administrators
- CSIO Staff and Board of Directors
- Funding Partners and Sponsors
- Media
- Prospective Clientele (for Revenue Generation Opportunities)

The new website must be easy to navigate to enable site visitors to find information without difficulty, including:

- Program Information
- Sport Science and Sport Medicine / Service Delivery Information
- Athlete Services / Benefits Information
- Resource Hub\*

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- News Stories / Press Releases
- Athlete Spotlight
- Integrated Digital Media Platforms (including Video and Social)
- Contact Information
- Job Postings
- Event Calendar
- Partners and Sponsors
- Major Games Countdown Clocks and Medal Counters

### **\*Resource Hub**

For the Resource Hub, CSIO is looking to expand its current offerings to better service existing stakeholders, as well as offer a paid subscription service (revenue generation model) to access the content. Specifically, CSIO would like the Resource Hub to have two levels of access:

- Limited public-facing content, free of cost
- Password protected content, with options to charge a subscription fee / grant login access

CSIO is open to explore different options regarding how the Resource Hub is structured, including being built within the new CSIO website or being built on a branded third-party platform. CSIO currently utilizes an athlete management database and a learning management system for program specific needs, and an option to combine one of these platforms with the Resource Hub could be explored.

### **1.3 KEY DATES**

The following is the schedule to be followed for this process:

July 29, 2021	RFP is posted
August 6, 2021	Companies can submit email questions until the end of day August 6, 2021. Q&A summary is sent to all participants via e-mail by August 9, 2021.
August 20, 2021	Companies are to submit their Proposals by 4:00PM EST on August 20, 2021. Companies not responding by this date and time will be disqualified.
August 27, 2021	CSIO will contact companies that have been short listed for selection.
Week of September 6, 2021	Short listed companies will be given opportunity to conduct a Proposal Presentation.
September 20, 2021	Successful company will be notified.

## 1.4 COMMUNICATION & SUPPORT DURING THE RFP PROCESS

The contact for this project is:

Laura Albright  
Senior Advisor, Communications & Marketing  
Tel: 647.395.7536  
Email: [lalbright@csiontario.ca](mailto:lalbright@csiontario.ca)

## 1.5 RESPONSES TO THE RFP

Proposals must be received by Laura Albright via email at [lalbright@csiontario.ca](mailto:lalbright@csiontario.ca) by **4:00PM EST on August 20, 2021**

Submission method:

- Electronic version in MSWord/ PDF format

Proposals should include a letter signed by an officer of the organization in a position to legally bind the company to the statements contained herein. Revisions to a submitted Proposal must be in writing and received before the closing date & time. Any vendor may withdraw their proposal upon written request at any time.

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## 2 REQUIREMENTS

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### 2.1 OVERVIEW

The purpose of this RFP is to select a vendor to provide the following website development and design requirements for CSIO. Bids unable to fulfill the requirements in their entirety **WILL NOT** be considered.

### 2.2 GENERAL REQUIREMENTS

#### Website User Interface Design

- Clean, professional, modern, clutter-free page design
- Compelling design aligned to optimize CSIO storytelling
- Effective page layouts for a variety of content types
- Good use of whitespace
- Consistent web font style and font size
- Site colour palette in line with the CSIO brand standards and style guides
- Site background that doesn't detract site usability
- Minimize distractions and animated graphics

#### Website Navigation

- Flat navigation structure
- Avoid excessive layering of fly-out menus
- Avoid horizontal scrolling
- Consistent use of breadcrumb navigation

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- Home page used to provide quick site overview
- Clear page headings
- Interactive features

### **Browser Compatibility** (at minimum)

- Microsoft Edge
- Firefox
- Chrome
- Safari
- Optimized for mobile devices

### **Operating System Compatibility** (at minimum)

- Windows 8 or later
- MAC OS Sierra 10.12 or later
- Android 5 and later
- iOS 10 and newer

### **Screen Resolution**

- Resolution to be reflective of fluid design for various screen sizes and responsive for mobile devices

### **Site URL**

- www.csiontario.ca
- Create CSIO favicon
- Search engine optimization and use of metatags

### **Content Management System**

- Robust, flexible CMS tool
- WYSIWYG editing capability
- Content modules and integration platforms, i.e., News, Social Media, Event Calendar, Videos, etc.
- Style guide for content editors
- Integration capabilities

### **Functions**

- Printable version of pages
- Integration:
  - Password protected Resource Hub (if third party tool used)
  - Social media integration (Facebook, Twitter, LinkedIn, YouTube, CSIO monthly E-newsletter through MailChimp, etc.)
  - Portal integration with Smartabase athlete registration (i.e. branded landing page for logging into Smartabase)
  - Video and photo capabilities
- Redirect external links to a new window or browser tab (i.e. sponsor pages)
- Full site search capability
- Site map
- Forms (i.e. Job Application Submission, Feedback Form, Contact Us Form)
- Rotating banners – photo and video integration
- Ability to sign up for the CSIO E-newsletter through MailChimp

**Development**

- Fully bilingual website (English and French)
- Full AODA compliance and testing
- Implementation of security measures
- Implement analytics for site use tracking (i.e. Google Analytics)
- Validate HTML and CSS
- Responsive design for mobile devices

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**3 BUDGET AND TIMELINES**

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**3.1 BUDGET**

CSIO’s project budget for the development and design of the website is limited to approximately **\$80,000 - \$100,000** (excluding applicable taxes). CSIO is looking for competitively priced bids that reflect industry standards.

While CSIO is limited to this budget as a non-profit, we welcome bids outside of these financial parameters as financial considerations are one of six (6) weighed evaluation criteria outlined in Section 5 of this document.

**3.2 TIMELINES**

It is the intention of CSIO to have the new website launched by June 1, 2022.

As outlined in Section 4 below, please provide your proposed timelines, indicating key dates and milestones of the project reflective of our ideal launch date. CSIO understands that there may be a multi-phase approach required (i.e. launch of new website with public Resource Hub, followed by password protected Resource Hub to be launched at a later date).

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**4 SUBMISSION FORMAT AND REQUIREMENTS**

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**4.1 FORMAT FOR PROPOSALS**

**1. Executive Summary**

**2. Technical Expertise** – Use the RFP to showcase your ability to support the following requirements and preferences:

- a. Online Strategy - Please let us know how you would help facilitate the definition of our online strategy
- b. Website Development Process - Please let us know about your services, expertise and process (including major milestones) for the following:
  - Requirements – Discovery and Consultations
  - Design

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- Development
  - Security Implementation
  - Testing
  - CMS Training and User Guides
  - Launch and Hand-Off Process
  - Evaluation
- c. Address any important technology information and specifications used in your solution (languages, platform, etc.)
  - d. Address bilingual (English and French) development requirement
  - e. Address AODA compliance standards and testing
  - f. Content Management System: Please describe the tools you would use and how our needs would be met by the CMS you recommend for us.
  - g. Responsive design component
  - h. Integration matters for Resource Hub, social media, e-newsletter, google analytics, google maps, and other widgets as needed
  - i. Ongoing Support & Maintenance: Please list the services that you or a third party you recommend provide, if applicable, including:
    - Hosting Options
    - Support and Service Timelines
    - Back-up and Recovery Storage
    - Maintenance
    - Fixes & Enhancements
    - Additional Training and User Guides

### **3. Budget**

### **4. Project Plan / Expected Timelines**

### **5. References**

- a. Qualifications & Experience including case histories with information on similar work completed
- b. Names, titles, and biographies of all who will work on account
- c. Minimum of three (3) references of similar current or past contracts, including contact names and telephone numbers for each client

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## **5 EVALUATION**

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### **5.1 RFP EVALUATION CRITERIA**

The following criteria, shown in order of importance, form the basis upon which CSIO will evaluate proposals.

- Financial Considerations - 35%
- Proposal (ability to address outlined requirements) - 25%
- Technical Expertise - 25%
- Sample Work Provided/References – 5%
- Deliverable Schedule – 5%
- Additional Value-Added Enhancements - 5%



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**6 TERMS AND CONDITIONS**

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You must follow these guidelines and requirements when preparing and submitting your proposal:

- A. Proposals received after 4:00PM, August 20, 2021, will not be accepted. Late proposals will not be opened or read, under any circumstances. CSIO will not grant any exceptions to this requirement.
- B. Once the CSIO is in receipt of a vendor proposal, CSIO will only accept revisions and/or changes in writing before 4:00PM on August 20, 2021.
- C. Once submitted, a vendor's proposal can be withdrawn at any time.
- D. Any costs associated with preparing and presenting proposals in response to this RFP and for providing any additional information required by the CSIO to facilitate the evaluation process **are the sole expense and responsibility of the vendor and will not be reimbursed or paid by the CSIO**. CSIO also reserves the right to discontinue this procurement process at any time, and makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more parties. All supporting documents and manuals, submitted with this proposal, become the property of CSIO, unless explicitly requested, in writing, by the vendor and approved by the CSIO.
- E. The statements made in a vendor's proposal are binding to the reliance of CSIO; therefore a representative of the vendor that is authorized to do so, preferably an officer of the company, must sign the vendor proposal.
- F. If a vendor wishes to submit alternate solutions, they may do so. Alternate solutions should be treated as separate proposals.
- G. A vendor is required to provide CSIO with exact prices quoted in the proposal for at least 90 days from the date of submission. The price quoted should be inclusive. If the vendor price excludes certain fees or charges, the vendor must provide a detailed list of fees with a complete explanation of the nature of those fees.
- H. If the execution of work to be performed by the vendor requires the hiring of sub-partners, the vendor must clearly state this in their proposal. Sub-partners must be identified and the work they will perform must be defined. In the vendor proposal, a vendor must provide the name, address, telephone number & expertise of the sub-partner. CSIO will not refuse a proposal based upon the use of sub-partners; however, we retain the right to refuse the sub-partners selected.
- I. By submitting a proposal, a vendor agrees to all the terms and conditions of this Request for Proposal.
- J. CSIO and vendor agree that all details of this Request for Proposal process, including both financial information and proposal concepts, shall be confidential during this process, and thereafter, and do whatever is reasonably necessary to preserve such confidentiality. The contents of all media announcements, if any, regarding the selection of CSIO's vendor shall be agreed upon by both parties prior to being released or published. Neither party shall unreasonably withhold its agreement to an announcement.
- K. CSIO does not bind itself to accept either the lowest cost tender or any tender submitted.

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- L. CSIO will not be liable for any costs or expenses incurred in the preparation of a tender.
- M. The vendor, if chosen, shall undertake to indemnify CSIO against claims and litigation (including legal fees) related to/arising from the activities of the vendor.
- N. The vendor, if chosen, shall undertake to disclose any conflicts of interests in the provision of the services.
- O. CSIO reserves the right to and may exercise any or all of the following rights and options with respect to this RFP:
- To reject any and all proposals, to seek additional proposals, to enter into negotiations and subsequently contract with more than one vendor if such action is in the best interests of CSIO. CSIO will not be required to provide reasons for accepting or not accepting any particular proposal;
  - To evaluate separately the individual components of each proposal and decide to contract with such vendors for any such individual component(s);
  - At its sole discretion to cancel or withdraw this tender with or without the substitution of another tender, to alter the terms and conditions of this tender (including, without limitation, extending the times and deadlines referred to in this document), and to conduct investigations as to the qualifications of each vendor at any time;
  - To alter the proposed implementation schedule at its sole discretion;
  - To not be bound at any time to the acceptance of any tender and in no way does this invitation to treat process bind CSIO into any contractual relationship whatsoever;
  - To contact vendor(s) to clarify or confirm information, without obligation to other vendors;
  - Invite vendors to provide brief presentations; and/or
  - Negotiate with one or more vendors.
- P. The selection of any vendor is conditional upon the negotiation and execution of a satisfactory contract between CSIO and the vendor(s).
- Q. CSIO may, in its sole and absolute discretion, enter into discussions or negotiations with one, some or all of the vendors. Without limiting the generality of the foregoing, such discussions and negotiations may deal with terms which are different or in addition to those in this tender or in a proposal. CSIO shall not be required to enter into discussions or negotiations on similar or other terms or offer any modified terms to any vendor. CSIO shall incur no liability to any vendor as a result of these discussions, negotiations or modifications. Such discussions and negotiations shall not affect the irrevocability of the proposals as specified, which irrevocability shall remain in full force and effect until such time as the proposal is accepted or the proposal expires or the vendor and CSIO mutually agree in writing on any modified terms as a condition to CSIO's acceptance of the proposal.
- R. The vendor(s) will indemnify and save harmless CSIO, its agents, employees and elected officials from and against any and all liability whatsoever for losses, liens, charges, claims, demands, payments, suits, actions, recoveries, and judgments including legal fees and expenses of every nature and description brought or recovered against either CSIO, its agents and employees, or the contractor by reason of an act, error or omission of the vendor, its agents employees or licenses in providing the services, including, without limiting the generality of the foregoing, loss or damage to property, injury to or the death of any persons, alleged copyright, patent or other intellectual property rights infringement or interference, defective design or damage to the environment.

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- S. A successful vendor shall obtain and maintain for the duration of the services, at its own cost, the following insurance, amounts to be approved by CSIO, on terms and from insurers satisfactory to CSIO:
- a) Comprehensive General Liability coverage, covering premises and operations liability;
  - b) Completed Operations Liability coverage;
  - c) Contractual Liability coverage; and
  - d) Owned and Non-owned Automobile Liability Insurance coverage.