

THE ATHLETE BUILDER INC.

REQUEST FOR PROPOSAL
WEB SITE DESIGN, DEVELOPMENT & HOSTING
January 12, 2012

- 1. SUMMARY**
- 2. PROPOSAL GUIDELINES AND REQUIREMENTS**
- 3. CONTRACT TERMS**
- 4. PURPOSE, DESCRIPTION AND OBJECTIVES**
- 5. TIMELINE**
- 6. BUDGET**
- 7. SCOPE & GUIDELINES**
- 8. QUALIFICATIONS**
- 9. EVALUATION CRITERIA**
- 10. FORMAT FOR PROPOSALS**

1. SUMMARY

THE ATHLETE BUILDER INC (TAB INC) of Chicago, IL is accepting proposals to design, develop and host the company's web site: TheAthleteBuilder.com. This will be a concept to

completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing TAB INC web site was designed as a landing page only in 2011.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals received after 6:00pm CST, Wednesday, February 29, 2012, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. TAB INC of Chicago, IL will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

TAB INC of Chicago, IL will negotiate contract terms upon selection. All contracts are subject to review by TAB INC legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

TAB INC currently does not have a web presence. An opportunity exists to engineer the site to reflect the mission of TAB INC and incorporate the latest web technology. Upon completion of the development of the site, TAB INC will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of TAB INC of Chicago, IL.

Description

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-

driven administration tool that allows key management personnel to easily update content without directly accessing source code.

TAB INC of Chicago, IL will maintain ultimate editorial control of content, without significantly delaying the publishing of new information on the site.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

Objective

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision

- Maximize web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

Specific Strategies

- Increase awareness of TAB INC mission and promote involvement through programs
- Retain current members and program participants and gain new ones
- Strengthen relationships with community partners, donors, members, program participants and staff
- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

Make it easy

Design the site to deliver intuitive navigation, a graphical user interface, and easy-to-find content organization.

Make it compelling

Develop tools to deliver timely, relevant answers to the breadth and depth of member questions.

Make it happen

Reinforce the TAB INC's brand and market and give the member incentive to take action.

5. TIMELINE

- This RFP is dated January 12, 2012. Proposers may also request a copy be sent via email by contacting Joseph Mapes at joseph@TheAthleteBuilder.com.
- Proposals are due no later than 6:00pm CST, Wednesday, February 29, 2012.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about March 25, 2012. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about April 12, 2012.
- Negotiations will begin immediately with the successful candidate and should conclude no later than April 28, 2012.
- All other candidates will be notified on or about May 15, 2012.
- Phase I of the project must be completed and delivered by June 30, 2012.
- Engagement work complete and web site live – deliverable date to be determined during Phase I.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

7. SCOPE & GUIDELINES

The scope of this project is to develop and launch TAB INC of Chicago, IL website. TAB INC's in-house marketing department will create/provide all of the site copy and provide the successful

candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Design:

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines:

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical TAB INC staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by TAB INC of Chicago, IL, the site will be maintained by TAB INC web editor.
- Convert substantial amounts of existing content to new web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. The TAB INC of Chicago, IL logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down.” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by TAB INC of Chicago, IL.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits TAB INC to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected TAB INC staff person.

- Project Management – An assigned project manager will be made available to present information and coordinate with TAB INC staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the TAB INC, the web site design and all of its contents, software and architecture become property of the TAB INC of Chicago, IL.

Site Specifications:

TAB INC encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with all of the most recent browser versions.
- Web site must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 2 seconds or less on the average computer modem.

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery:

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

Tracking:

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

8. QUALIFICATIONS

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please discuss any planned IPOs, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

9. EVALUATION CRITERIA

The following criteria will form the basis upon which TAB INC of Chicago, IL will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 6:00pm CST, Wednesday, February 29, 2012. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Joseph Mapes
THE ATHLETE BUILDER INC
1219 N. Rockwell St.
Chicago, IL 60622

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

10. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Length and Font Size:

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

Title Page:

TAB INC of Chicago, IL, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

Qualifications:

Provide the information requested in Section 12 (10-20 pages).

Budget and Fees:

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

Attachments:

Hosting options/information:

- Do you provide hosting? If so, please provide answers to the following questions.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support.
- Please describe your security.
- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.