



108 Hanover Street
Fredericksburg, VA 22401
Phone: (540) 907-4460
Fax: (888) 229-3792
clloyd@americancanoe.org

Making the World a Better Place to Paddle! Since 1880.

Request for Proposal: Animated Paddlesport Video Series

The American Canoe Association (ACA) requests proposals from individuals, organizations, and businesses to develop and produce an animated paddlesport video series.

As part of the ACA's leadership role in boating safety, the ACA has obtained funding through the US Coast Guard to produce an animated paddlesport video series. The series will be similar to Jib Jab's "Elf Yourself" videos. However, instead of elves, users will be able to upload photographs onto the bodies of paddlers in canoes, kayaks, SUPs, and rafts. The purpose of the video series will be to complement the USCG's "Boat Responsibly!" campaign by making boating safety information widely accessible. The animated video series will contribute to the USCG's overall campaign objective of recognizing a five-year average reduction in paddlesport related fatalities.

Proposal Overview

- About the ACA
- Boating Safety Overview and Statistics
- Animated Paddlesport Video Series Criteria
- Instructions for Proposal Submission

For any questions related to the RFP, contact:

Catharine Lloyd
Communications Coordinator
Phone: 540-907-4460 x107
Fax: 888-229-3792
clloyd@americancanoe.org

Proposals can be submitted either electronically or via mail.

Proposal must be received by 5:00pm on Monday, October 14, 2013.



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About the ACA

Founded in 1880, the ACA is a 501(c)(3) national nonprofit organization serving the broader paddling public by providing:

- Education related to all aspects of paddling
- Stewardship support to help protect paddling environments
- Sanction of programs and events to promote paddlesport recreation and competition

The heart of the ACA is the people who paddle, cherish, and protect the waterways of America. The ACA is a member based organization composed of those who enjoy recreating on and protecting America's wonderful and diverse waterways.

The ACA is committed to educating the paddlesport community as well as the greater population on safe boating. Through implementation of several programs and activities designed to increase safe boating, including National Certification of Paddlesport Instructors, National Paddlesport Safety System, Safety Education & Instruction Publications, Safety Education and Instruction Videos, and other related Programs & Outreach, the ACA has been able to offer a variety of educational opportunities for paddlers nationwide.

Since 2006, more than 500 million people have “elfed” themselves, and the Elf Yourself videos have become a viral sensation via e-mail, social media outlets, and the internet as a whole. The ACA plans to utilize this highly accessible digital platform to engage a broader audience of paddlers with a video series that furthers the ACA’s commitment to paddlesport education.

Boating Safety History and Statistics

According to the Outdoor Foundation’s 2012 Outdoor Recreation Participation Report, an increasing number of people are choosing paddlesports as a recreational activity. When it comes to choosing a first-time outdoor activity, five out of the top fifteen outdoor activities are paddlesports.

Over the past ten years, paddlesport related deaths have continued to increase and are second on the overall list of vessels responsible for boating related casualties. In 2012, paddlesports accounted for approximately 16 percent of the recreational boating fatalities (see Figure 1 for details). The user group that is most susceptible to getting into trouble on the water is not the highly trained paddling professional who makes paddlesports their year round career; instead, it is the recreational user and beginner.



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Year	Total # of Canoe/Kayak Fatalities	Total All Fatalities	% of Canoe/Kayak Fatalities
2000	103	701	14.7%
2002	67	750	8.9%
2004	98	676	14.5%
2006	99	710	13.9%
2008	114	709	16.1%
2010	141	672	20.9%
2011	134	758	17.7%
2012	102	651	16%

Figure 1

Animated Paddling Video Series Criteria

The ACA will develop and launch an animated paddling video series in order to make a positive behavioral change in regards to the public's perception of boating on the waterways of the United States. The video series will allow viewers to upload photos onto the bodies of paddlers, mimicking the layout of Jib Jab's "Elf Yourself" videos.

There will be a video for each craft—canoe, kayak, SUP, and raft—and viewers will be able to choose how many people they want to feature in the video. Videos will take a creative approach to conveying pertinent safety information in such a way that it both captures the viewer's attention and leaves the viewer with the key points of safe boating. Viewers will then have the option of sending the animated video to friends via email or social media sites.

The video series will highlight the following paddling safety information, as a minimum:

- Life jacket wear - illustrate benefits of wearing a life jacket or personal floatation device and implications of not wearing one
- Operator compliance, navigation rules – illustrate repercussions of paddling without knowing navigational rules
- Boating under the influence - one of the animated video series must target males who fish and consume alcohol from a kayak.
- Safety equipment required for all waterways
- Boating accident reporting – demonstrate when to and when not to report a paddling accident



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The purpose of the ACA animated paddlesport video series will be twofold—to engage a different demographic as well as have the videos go viral and populate social media outlets and the internet by appealing to a much broader audience.

The vendor will be in charge of all interface design and backend development but must be willing to work closely with ACA team members, giving regular updates and allowing the ACA to influence changes on video design and content throughout the process.

The project start date is November 1, 2013; the completion date is June 1, 2014.

Instructions for Proposal Submission

Please submit the following information in order as they appear below:

1. Organization Information

- Organization Name, Address, Phone, Email, Website
- If multiple entities are working together, please provide contact information for each group.

2. Primary Point of Contact

- Name, Address, Phone, Email, Website (if applicable)

3. Descriptions of services offered

- Design
- Functionality and layout
- Programming and development
- Access to project for continued management by ACA

4. 3 examples of previous projects completed

- Contact information for each project (Name, Address, Phone, Email, Website)

5. Detailed budget

- Include overall cost of project and detailed breakdown of the overall cost

6. Sell your organization

- Explain why your organization stands apart from others and should be chosen for this project

7. Any additional information the organization deems necessary for the ACA to know



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When submitting the proposal:

If mailing in the proposal, please provide two copies of the proposal, typed, fastened with binder or paper clips. Please do not staple proposals.

If sending the proposal electronically, please send the proposal as an attachment in PDF.

Submit proposal either electronically to: clloyd@americancanoe.org or via mail to:

ACA | Canoe - Kayak - SUP - Raft – Rescue
Attn: Catharine Lloyd
108 Hanover St.
Fredericksburg, VA 22401

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