

## Overview

GA Wright Marketing, the premier agency for Gaming and Casino Marketing, seeks a development partner to develop a dynamic, multi-language, Drupal website for a specific Client.

We have already responded to an RFP with Client, based on quotes from a developer who has unfortunately gone out of business. As a result, cost concerns are paramount, as we must fit the development of this site into the pricing we have already quoted.

Respondents should email questions and proposals to Nik Friedman TeBockhorst, [nikt@gawright.com](mailto:nikt@gawright.com).

Proposals are due no later than 12:00 noon on Friday, February 12<sup>th</sup>.

Proposals should include pricing, timeline, and any limitations on scope of work. We prefer a fixed-bid quote, but will consider paying hourly for work.

If this project goes well, we have a handful of Drupal sites we have already built and currently manage and would be interested in contracting for ongoing support of these sites, as well as for development of future sites for our various clients.

## Project Objective

The core objective is to build a modern website that showcases Client Casino's various properties and ventures and corporate information. The site should be an effective and dynamic marketing vehicle, as well as a one-stop information resource for players, prospects, business partners, and other people who have a relationship with Client.

The current website has very limited content – some of which is out-of-date – and is not an effective marketing or informational resource for prospects and players. Client's online brand needs to be overhauled to support key objectives including superior branding, increasing visits and play from existing players, and attracting new players – including younger players and those outside of Client's current core demographic.

## Baseline Specifications

The website will showcase an over-arching Client brand and splash page, but will also feature sub-sections for each individual property, showcasing that property's offerings and promotions. There are 8 total properties/sub-sites, including Corporate.

The site will link with all the sub-sites, maintaining a cohesive brand, and encouraging players to play at other locations. Corporate information will also have its own section. Each property and corporate sections will have a slightly different look, whether by different imagery or color scheme, to help identify it as an individual within the Client family.

The website will feature exciting creative and up-to-date content that represents the very best of the Client brand. It will also provide links to partner websites, including international ventures and affiliated cruises.

Email and social networking programs will be integrated into the website, with opt-in and information update forms, and where possible, cross-promotion of content from these other channels. These social services will be the sole source of blog/conversational/social content, rather than building these systems directly into the website.

The site will feature a photo gallery. Some sections of this photo gallery will be restricted to registered users and/or site administrators/content editors.

Players will be able to authenticate on the website based on uploaded data files so that they can retrieve Win/Loss tax statements online.

The website will be localized/translated in some combination of English, Spanish, German and Mandarin, to be determined during discovery. Individual sub-sections of the site will be localized appropriately for that market, rather than endure the expense of translating the whole site in all languages. Translation may be limited to copy, or may include imagery and promotions, to be determined. Again, broad pricing for translation integration, without actual entry of translated content, is required.

Content updates will be possible through simple online forms, and will be secured so that individual property managers are limited to only updating content in their section of the website.

The site's hosting and "IT type" management will be managed by GA Wright, but individual property marketing managers and other Client staff will be able to update site content, launch new promotions, and provide uploads for players' Win/Loss tax statements.

Google analytics will be integrated for site analytics.

The site will be built using the Drupal CMS/framework. Additional functionality should, where possible, be built using compatible tools, including breaking functions into modules where appropriate.

The site will contain some Flash content. Where possible, Flash should be avoided in favor of dynamic HTML/Javascript.

The site will be built to be quickly loading and compatible with modern browsers including Microsoft Internet Explorer version 7 and greater, Mozilla Firefox version 3 and later, Apple Safari version 3 and later, and Google Chrome version 1. It will be usable, if not ideal, under older browsers and high-end mobile browsers.

If any proprietary code libraries or other software are necessary, licenses will be purchased and transferred to Client. Rights to all code and programming will either be provided to Client under an unlimited license, or turned over to Client with full copyright.

Search Engine Optimization, search, keyword or display advertising, and mobile customization are out of scope for this project. The site should be developed to be “search friendly” (have appropriate keywords in the copy, and a sitemap that is submitted to Google, Yahoo and Bing), and also “mobile friendly” to high-end smartphones.

Email will be integrated with an external Email Service Provider, using ESP’s APIs and form elements, as appropriate. APIs can be assumed to be XML based and similar to SOAP , REST or similar interfaces.

The site will feature a generalized reservation system. This system may be used for some combination of events/seating, bowling alleys, and hotel reservations, as well as other offerings, TBD. This reservation system will hand sales off to third parties (e.g. Ticketmaster for events) or handle e-commerce built-in. This reservation system will also be used by Client staff to manage inventory and registration of the same services. Client Staff will, therefore, need their own interfaces.

E-commerce provider is TBD, but can be dictated by the developer as needed, using a standard credit card merchant (e.g. Verisign Payflow), as opposed to Paypal.

Other desired site features include: Stock tracking ticker, career application forms, “How To” tutorials for table games, Jackpot Meter, and interactive elements/entertainment/games. These and other features will be specified in more detail during Discovery, but broad pricing should be provided.

## **Collaborative Development**

GA Wright will provide expert staff in the following areas. The developer will need to collaborate and share effort in all these matters.

Creative: We have a full creative team. We will rely on Developer to convert designs to HTML/Drupal themes. We will also rely on the developer to provide consultation and guidance on designs to ensure they can be implemented in Drupal, and advise on ways to improve designs to this end or to take advantage of features we are unaware of.

Drupal Administration: Configuration of site, installation of modules, definition of content types, views configuration, and pretty much anything that doesn’t actively require programming. Our administrator is experienced in setting up multi-lingual Drupal sites, complex taxonomy, etc..

Project Management: We will have a dedicated account manager who will be closely involved in all aspects of the project.

Production: We will add content nodes to the site, and can provide in-CMS HTML and formatting for the content areas of individual nodes. Developer will not be responsible for generating page content, just for setting up appropriate menus and so forth so that we can enter content.

Hosting: We will provide a development environment, database, etc. on a server hosted at Rackspace. We will take responsibility for backups, general system administration, etc.