



GOLF

ASSOCIATION of ONTARIO

REQUEST FOR PROPOSAL

Golf Association of Ontario Website

**WE
ARE**

Making Golf Fun & Accessible

Growing the Game

Developing Future Champions

Enriching Golfer Experiences

Upholding the Game's Integrity

We are Making Golf in Ontario Better

GOLF ASSOCIATION OF ONTARIO

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www.gao.ca



REQUEST FOR PROPOSAL

GOLF ASSOCIATION OF ONTARIO WEBSITE

www.gao.ca

1. OVERVIEW & DESCRIPTION OF PROJECT

The Golf Association of Ontario has developed and maintained an association website since its inception in 2001. The website has and will continue to be managed in house through a content management system, allowing for flexibility and efficiency. The redesign and upgrade of www.gao.ca has a proposed launch date of March of 2013 both externally and internally.

External Upgrade

In an effort to improve our connections with our multiple stakeholders and website users, the GAO plans to re-develop our current website's look and functionality. Building on our current sophisticated website, we will endeavour to further engage our users through increased interactivity while providing a hub for information related to the sport of golf in Ontario.

Internal Upgrade

As part of the upgrade we plan to enhance our website management with the introduction of a user friendly CMS system. This new system will allow us to improve the management of the website by engaging certain stakeholders (through permissions) to submit and update content related to their programs and initiatives on the GAO website.

In order to accomplish the above goals we are requesting proposals from firms who believe they can produce and deliver a product and service which meets the needs outlined in this RFP.

PROPOSAL DUE: NOVEMBER 16, 2012 at 11:59pm EST

2. BUDGET

The budget for the project is to be presented based on current market trends. Proposals will be reviewed in a cost competitive fashion.

Your firm's experience and portfolio will be taken into consideration when negotiating rates.

3. TERMS & CONDITIONS

All firms should submit proposals based on the following terms and conditions. Those failing to do so may default their ability to be considered for the project.

- a. Proposals must not be shared with any of our competitors or their affiliates
- b. Proposals should be delivered to Peter MacKellar no later than 11:59pm EST on November 16th, 2012.
- c. All proposals must include a statement of authorization to be signed by a principal of the submitting firm.
- d. All proposals must use the proposal format options outlined in this RFP.
- e. All proposals must include a cost breakdown for essential website requirements.
- f. Firms submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project
- g. Submitting firms must disclose any relevant conflicts of interest and/or pending lawsuits.

4. BACKGROUND OF THE ASSOCIATION

With more than 115,000 individual members, The Golf Association of Ontario (GAO) is one of the largest golf associations in the world. Founded in 2001 following the amalgamation of the Ontario Golf Association and the Ontario Ladies Golf Association, the GAO has a rich and storied history that dates back more than eighty years.

While promoting the growth and development of amateur golf, the GAO provides member services such as the Rules of Golf, Handicapping, and Course Rating, as well as a number of Sport Development initiatives that range from grassroots programs to the development of high performance athletes.

The GAO also conducts provincial championships in all age categories for both male and female golfers that attract more than 4,500 participants annually at GAO member clubs throughout the province. GAO events are held to the highest standard and feature a broad range of golfers from 10 to 75 years old.

From the youngest golfer picking up a club for the first time, to the accomplished athlete competing on the world stage, the GAO helps grow the game of golf in the province.

5. AUDIENCE

The GAO website will be available to the general public, with the target audience being golfers and those interested in the game of golf. User groups will also include:

- a. GAO Staff
 - Staff in all departments use the website on a daily basis to update pages or to access information
- b. Volunteers and GAO Board of Directors
 - The more than 700 GAO Volunteers use the website on a regular basis for a number of reasons, including managing volunteer assignments, downloading forms, sharing information and viewing results. Easy site navigation is imperative in order to assist the majority of our elderly volunteers.
 - The GAO is governed by a volunteer Board of Directors that use the site to share information, meeting minutes, and other documents related to their role.
- c. Members and Public Player Members
 - With over 115,000 members, the site is used on a regular basis by this group for score posting, event schedules, golf news, and information about their membership with the GAO.
 - Public Players (those not belonging to a club) also use the site for membership registration and renewal.
- d. Tournament Players
 - Tournament players use the GAO website for event registration, event information and schedules, contest results, tee times, and profile management.
- e. Media and Sponsors/Advertisers
 - Media outlets use the website to access news releases, tournament results, photo galleries, past champions, and to access contacts for media requests.
 - GAO sponsors, partners and advertisers are all featured on the site to showcase their brands and reach out to members and current users, and to generate revenue for both their company and the GAO.

6. TOOLS & FUNCTIONALITY

In an effort to improve our connections with the multiple stakeholders of the GAO and our website users, there are a number of essential components for the website along with secondary components which we would consider implementing in the redevelopment process.

All proposals must include a separate cost breakdown for essential website requirements and secondary components.

ESSENTIAL COMPONENTS

- a. Content from current sites (www.gao.ca) and coaching site (coaching.gao.ca)
- b. Database connected to SAGE (sales logix)
- c. Easily editable CSS - will be updated by our web designer
- d. Easily editable site template(s) - will be updated by our web designer
- e. Possibility to edit/post from computer and smartphone

- f. Cross browser compatible (Chrome, IE, FF, Opera etc.)
- g. Browser version compatible (IE6, IE9)
- h. Cross platform compatible (desktop, laptop, tablets, smartphones etc.)
- i. Full functioning CMS
- j. Fully editable and movable widgets (modules) - will be updated by our web designer
- k. Hide / Unhide ability for articles, photos and media
- l. Top notch SEO
- m. Social Media Integration
 - Facebook
 - Twitter
 - Some type of photo stream ability
- n. Permissions set for
 - Staff
 - Board of Directors
 - Coordinators
 - Coaches
 - Administrators
- o. News (ability to upload news to the site that is shown automatically on home page)
- p. Media archives
- q. Integration with other vendors (ex: BlueGolf, GolfNet)
- r. Modules
 - Committee reports (upload PDF, release date, title, ordered by dates)
 - Site search
 - Newsletter
 - Sitemap
 - Plain text ability
 - Quick Contact
 - Social Media
 - Ecommerce (GAO uses)
 - 1. Donations
 - 2. Events / Seminars
 - Photo upload
 - Document upload (word, PDF, doc)
 - Online forms (our designer to have ability to create various working forms)
 - 1. Including reporting function
 - 2. Backend database
 - Advertising (plus tracking)
 - Interactive date calendar
 - 1. Exportability functions (to outlook, etc.)
 - Events
 - Blog
 - Video gallery
 - Back to top (done easily)
 - Date/ Time / published by stamps
 - Password protected areas
 - 1. Board of Directors
 - 2. Districts
 - 3. Staff
 - Resource Pages/Lists
 - 1. Uploaded documents (PDF, Word, Excel, etc.)

- 2. URL links
- District Microsite & Admin interface
 - 1. Events
 - 2. Photos
 - 3. Results
 - 4. Executive
 - 5. News

7. REPORTING NEEDS

- a. Detailed website & server statistics (Google analytics)
 - Ability to access and print the following stats with a few clicks of a button
 - 1. Hits
 - 2. Page views
 - 3. Browser types
 - 4. Pages visited
 - 5. Duration of visits
 - 6. Visiting from
 - 7. Time of day
- b. Detailed advertising statistics
 - a. Impressions
 - b. Click throughs
 - c. Ad rotation schedule
- c. Database development and access for Online Forms & RSS feeds
 - Online Forms
 - 1. Hole in One
 - 2. Club Champions
 - 3. Shoot Your Age
 - RSS feeds
 - 1. Scores
 - 2. Events
 - 3. Equipment
 - 4. Contests

8. POINT OF CONTACT

Peter MacKellar – Graphic / Web Designer
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 Golf Association of Ontario,
 96 Elgin Park Dr.
 Uxbridge, ON, L9P 0C2



9. FORMAT FOR PROPOSALS

All proposals must be submitted in an electronic or hard copy format. If submitting hard copies please ensure to include two copies of the entire proposal.

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