



REQUEST FOR PROPOSAL - WEBSITE PROJECT

Proposal Deadline Date - December 3, 2024 @ 4 PM PT

Please submit proposals via email to info@55plusbcgames.org with the subject 'Website RFP'

Part I - About BC Seniors Games Society

BC Seniors Games Society (BCSGS) is a not for profit organization whose mission is to improve the health, lifestyle and image of British Columbia's 55+ population by:

1. Organizing the 55+ BC Games as an opportunity for the 55+ population of BC to participate in physical and social activities.
2. Providing a forum for participants to continue to compete.
3. Promoting community awareness of the contemporary image of the 55+ population as physically active and socially engaged.
4. Encouraging year-round participation at the zone level through relationships with community, recreation and sport organizations.

Vision

Communities across BC are inspired by the healthy and active lifestyles of 55+ BC Games participants.

Values

The BC Seniors Games Society is committed to and will actively promote the following fundamental values.

The values that drive what we do:

- We support friendly competition and the lifelong mental and physical development of the 55+ participants.
- We celebrate British Columbians who are 55+ as valuable role models.
- We believe in the health and social benefits of participation.

The values that guide how we operate:

- We model the principles of openness, transparency and democracy in the governance of our Society.



BC Seniors Games Society / 55+ BC Games
778-426-2940

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- We strive for equity, diversity, inclusion and accessibility.
- We work based on trust, respect and mutual support.
- We act ethically and honestly, in everything we do.
- We value volunteers highly and honour all contributions.
- We are committed to providing a safe environment in how we operate.

Strategic Priorities

1. Financial and organizational sustainability - the long-term financial sustainability and continuance of the BC Seniors Games Society is paramount.
2. Marketing and Communications - sufficient resources are employed to extend brand recognition of the Society and the 55+ BC Games. Stakeholders (internal and external) and participants have sufficient communication and knowledge to feel fully informed about the Society and the Games.
3. Technology - BC Seniors Games Society plans and budgets for technology innovation.
4. Governance - BC Seniors Games Society Board employs appropriate governance best practices.
5. Memberships and Partnerships - expand memberships and partnerships through Zones, Provincial Sport Organizations and other community and provincial organizations.
6. Games structure review - ensure the long-term sustainability of the 55+ BC Games so they continue to serve the best interests of members and 55+ population of BC as a whole.

Funding Partners

BC Seniors Games Society and the 55+ BC Games largest funding partner is the Province of British Columbia through the Ministry of Tourism, Arts, Culture and Sports along with municipal partners for the annual Games host communities.

Part II - Project Overview

BCSGS and the 55+ BC Games current website is outdated and requires a refresh to accomplish our current marketing objectives. BCSGS requires a site that is user friendly and reflective of its culture and target demographic. The website is a core element within the Games marketing and communications strategy for providing information about the Games and programs created to educate and attract new participants. The website must provide necessary analytics for tracking and monitoring effectiveness.

Primary Goals

1. Revitalize and strengthen the 55+ BC Games brand, story and purpose.





2. Give the 55+ BC Games a more active, contemporary and vibrant brand personality
3. Signal the changes and growth happening inside the organization
4. Design a fresh, modern and efficient website that better reflects the 55+ BC games current approach and priorities
5. Use of new content management system to allow easier upgrades to new platforms and technologies
6. Save money and improve efficiencies
7. Reach new audiences
8. Integrate website with new membership and participant registration software currently being developed

Technical Requirements

1. Content Management System (CMS) - The CMS should be user-friendly, allow for different user roles and include basic SEO features.
2. Hosting - the website must be hosted on a secure, cloud-based platform with automated backups, disaster recovery, and optimized global performance.
3. Security - the site should follow industry-standard security practices, including protection from common threats and compliance with data privacy laws.
4. Analytics and reporting - integrate tools to track visitor behaviour and provide easy-to-use reports for monitoring site performance.
5. Scalability and future proofing - the website should be designed to easily support future growth and integration with new features and third party tools
6. Accessibility and usability - the site must meet accessibility standards, offer a responsive design and ensure fast, user-friendly navigation across devices
7. Technical support and maintenance - ongoing support and a maintenance plan must be provided to ensure regular updates and prompt responses to technical issues.

Target Audience

1. Sport community - participants, supporters, volunteers, provincial sport organizations
2. Government partners
3. Municipal and Tourism partners
4. Media & the public

Proposed Timeline

BCSGS will be rolling out new software over the next couple of years; with the membership module rolling out on January 1, 2025 and the participant registration module rolling out sometime in February or March 2025. Registration opens for the 2025 Games on April 1, 2025. It would be ideal if the website project could be ready by February 1, 2025.





Budget

BCSGS would ask for all interested candidates to outline estimated costs for the scope of work and technical required in their proposal for the design and development of a new website.

Additional Information

Please contact info@55plusbcgames.org for additional information. Thank you to everyone for your submissions. Only the successful candidate will be contacted.