



Arizona Sports Foundation

REQUEST FOR PROPOSAL

Website Re-Design, Development, Hosting and Maintenance

The Arizona Sports Foundation is requesting proposals for website re-design, development, and recurring hosting and maintenance.

As a nonprofit focused on fostering a culture of community involvement and giving, the Fiesta Bowl Organization hosts numerous local events throughout the year, as well as two elite bowl games a year – the Fiesta Bowl and the Cheez-It Bowl. A long-standing tradition, the Fiesta Bowl is dedicated to cultivating a culture of community outreach and philanthropy, through which we strive to make Arizona a better place to live, work and play.

Proposals from submitting companies for professional services for video production must be received by the Fiesta Bowl by **5 p.m. (PST) on June 14, 2019**. Electronic submissions and proposals via USB will be accepted. Late proposals will not be considered.

Please submit proposals to:

Scott Leightman, Senior Director of Communications
Arizona Sports Foundation (Fiesta Bowl)

7135 East Camelback Road, Suite 190 | Scottsdale, AZ 85251

sleightman@fiestabowl.org

INTRODUCTION

The Arizona Sports Foundation (Fiesta Bowl organization) is requesting proposals for services related to the Fiesta Bowl organization website:

- Re-design of the site for optimal user experience
- Development of streamlined navigation for efficient user experience
- Ongoing website maintenance by professional staff in collaboration with ASF staff
- Hosting of the website, with a strong preference for website partner to host the site

The current FiestaBowl.org website was designed in 2015. It is maintained by in-house ASF staff with assistance and necessary development from an external agency and hosted by a third-party hosting provider.

Our desire is to have a website partner that can develop a new mobile responsive website that has current-day technology, the ability to easily adapt to emerging technology throughout the life of the contract, is easy to maintain for ASF staff, incorporates video/audio content and can support integration from Paciolan/SalesForce/e-commerce. The partner shall also provide first-in-class customer service and be attentive to ASF needs.

REQUIREMENTS

Proposed application/system must meet the following minimum requirements

- Easy to navigate for viewers on mobile and desktop platforms, including Mac, Windows and Linux operating systems
- Easy to update for ASF staff, including multiple users who are non-technical employees
- Site analytics
- Ability to share website pages/stories across social media platforms such as Facebook, Twitter, LinkedIn, etc.
- Search functionality
- Social media content stream integration
- Password-protected portal to house private documents for Yellow Jacket Committee (individual logins for each Yellow Jacket Committee member)
- Ability to upload audio and video files for playback
- Live audio and video streaming
- YouTube integration within stories and on landing pages
- Ability to create custom short URLs for any page on website
- Create non-payment forms on website with results that export to Excel
- Countdown clock for key events
- Ability to create a calendar of events that can sync across all operating systems
- “Live Chat” functionality; please indicate if this cost is included in your proposal or requires third-party contract for ASF

- Special “takeover” pages; please indicate if this cost is included in your proposal or requires extra development costs for ASF
- Maintain HTTPS/SSL certification on website at no charge
- E-commerce platform and integration, including the ability to take credit card payments
 - Please indicate if all credit card payment costs are included in your proposal or requires third-party contract/additional costs for ASF
 - Please include e-commerce breakdown for merchandise store, processing for payment for events/forms housed on the private portal, and events
- Secure encryption
- Strong preference for website partner to host the site
- First-in-class customer service with quick response times, easy-to-understand counsel and training and problem-solving
- Revenue-generating website components
- Contract length to be two years, with a Fiesta Bowl option to extend two additional years

PROPOSAL CONTENT

Please answer the following questions in your proposal:

- Company profile
- Number of years of experience respondent has in installing and supporting similar systems
- Description of firm’s organizational capacity (e.g. Staff, equipment, software, physical space, etc.)
- Description of methodology to be utilized including discovery, design, quality assurance testing and implementation
- Information regarding the team that will be assigned to the project. Including each person’s role, as well as background information on each key staff member.
- Description of the proposed process, including timeline, for website design, infrastructure and hosting
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance
- Options for training staff in creating and maintaining website content
- Description of ongoing support provisions
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal
- Requirements, if any, for bandwidth to the Internet necessary to support reasonable performance of website maintenance tools
- Information on hosting site, including specifications on security, disaster recovery, and procedures for handling outages

- List of at least three current customers using the proposed service/system that the Fiesta Bowl can contact. As well as their URLs.
- Complete cost schedule for all the products/services described in your proposal. Break down costs annually and include all setup, one-time and recurring annual charges.
 - Website design
 - Infrastructure
 - Software
 - License fees
 - Maintenance and support fees
 - Programming work fees
 - Training
 - Hosting
 - ***Outline any concessions, incentives or price breaks/discounts that you can provide to the Fiesta Bowl Organization.***

DEMONSTRATION OF PRODUCTS

At the option of the organization, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for the organization.

If the organization elects to have a demonstration, the respondent may be required to do so at the organization's office. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to the organizations RFP committee as well as executives and staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

INSURANCE REQUIREMENTS

Vendor shall procure and maintain, until all of its obligations have been discharged including any warranty periods, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work contemplated herein by Vendor, its agents, representatives, employees or sub-contractors.

The insurance requirements are minimum requirements and in no way limit indemnity covenants. Arizona Sports Foundation, Valley of the Sun Bowl Foundation, Fiesta Events, Inc. and Arizona College Football Championship Foundation in no way warrants that the minimum limits contained herein are sufficient to protect the Vendor from liabilities that might arise. Additionally, depending on the scope of work, Foundation reserves the right to request additional amounts and types of insurance applicable to the service Vendor provides. All policies of liability insurance: (i) SHALL NAME ARIZONA SPORTS FOUNDATION, VALLEY OF THE SUN BOWL FOUNDATION, FIESTA EVENTS, INC. AND THE ARIZONA COLLEGE FOOTBALL CHAMPIONSHIP FOUNDATION AS ADDITIONAL INSURED; (ii) shall be primary and non-contributing with or supplemental to any other insurance carried on behalf of any of the additional insureds; (iii) shall not lapse, be cancelable, or subject to material modification until after thirty (30) days' written notice from the insurer to Foundation; and (iv) shall remain valid and enforceable notwithstanding the insured's waiver of subrogation and rights of recovery as provided in an Agreement.

A. Commercial general liability – occurrence form

Commercial general liability insurance (including coverage for bodily injury and death, complete operations, and product liability)—Such policy must provide limits of liability for at least Two Million US Dollars (\$2,000,000.00) for any one occurrence caused or alleged to have been caused by an act or omission of Vendor. The term of the insurance policy must be for a time period of no less than the duration of this Agreement. Any “care, custody, and control” policy provisions purporting to exclude coverage of Foundation and its contents shall be deleted from such policy. Such policy shall be non-cancelable with respect to Foundation and not subject to any change with respect to Foundation except after thirty (30) days' written notice, by registered mail

B. Fire and extended coverage insurance

Such policy must cover all equipment, materials, and other property placed in Foundation and insure all such property for the full value thereof. In the event that Vendor sustains any loss by reason of fire or other casualty which is covered or which could have been covered by such fire and extended coverage insurance policy, (excepting such fire or casualty caused in whole or in part by the negligent acts or omission or willful conduct of Foundation, its agents, representatives, or employees) then Vendor agrees to look solely to its fire and extended coverage insurance proceeds (if any) for the satisfaction of such casualty or loss. Vendor shall have no right of recovery against Foundation, or its agents, representatives, or employees. No third party shall have any right of recovery against Foundation, its agents, representatives, or employees by way of subrogation, assignment, or otherwise.

C. Worker's compensation insurance

Workers' compensation insurance, employer's liability insurance, and all other insurance coverages of a similar nature or character applicable or relating to the employment by Vendor of its officers, employees, representatives, agents, or independent contractors— Such policies must include coverage of no less than what is required by statute.

D. Business automobile liability coverage

Such policy must include coverage with a combined single limit coverage of no less than One Million US Dollars (\$1,000,000) for all vehicles, whether owned, leased, or otherwise by Vendor.

E. Companies issuing the insurance policies referenced above shall have no recourse against Foundation for payment of any premiums or assessments for any deductibles, which are at the sole risk of Vendor. ALL SUCH POLICIES SHALL CONTAIN WAIVERS OF SUBROGATION