

SPORT BC

COMMUNICATION
INITIATIVE
Request for
Proposals



SPORT
BC

**SPORT BC
COMMUNICATION INITIATIVE
REQUEST FOR PROPOSALS**

SPORT BC

P 778-839-8576

allison.mailer@sportbc.com

Sport BC champions sport participation and our member organizations through key programs and services, advocacy, and signature sport recognition events.

SPORT BC MEMBER SERVICES Sport BC supports its members by providing a wide range of services and supports. We are proud to be the collective voice for amateur sport in the province and are actively taking a leadership role in advocacy for the sector.

PAYROLL AND BENEFITS services are available to all non-profit sport and recreational associations and can be tailored to suit the specific needs of the client's organization. A full range of payroll services and benefits are available for non-sector clients as well.

SBC INSURANCE (SBCI) is the only insurance brokerage in Canada that is owned by a not-for-profit society. SBCI profits stay local, providing revenue to Sport BC and furthering the programs and charitable organizations associated with amateur sport in BC. A full range of insurance products are available through SBCI.

SPORT BC MISSION

Sport BC, as a member-based organization, facilitates the growth of sport in BC and provides leadership through delivery of its programs and services for members.

SPORT BC VISION

Sport in British Columbia is thriving through the leadership of Sport BC and our members and the value of sport is well established as a central pillar of social development.

SPORT BC VALUES

Central to all that we do, you should expect to see our values in action when you work with us: Integrity, Transparency, Collaboration, Creativity and Innovation.

While Sport BC, does not have a direct role in Safe Sport, we work to support our members' efforts to execute all safe sport requirements and obligations.

**KIDSPORT BC**

KidSport believes sport participation powerfully promotes the development of children's social, mental, and physical well-being. Through the provision of assistance for sport registration fees, KidSport eliminates financial barriers, helps families, and strengthens BC communities.

**BC AMATEUR
SPORT FUND****BC AMATEUR SPORT FUND**

The BC Amateur Sport Fund is a philanthropic gift-giving program that provides our member organizations the opportunity to raise funds for specific causes and projects that promote the development of amateur sport in British Columbia.

**BC WOMEN & SPORT**

BC Women & Sport provides expertise in gender equity and recognition to Sport BC members and community at large through communication activities, education initiatives, and specialty programs.

Sport BC is the independent voice for amateur sport in British Columbia. We provide leadership, advocacy, education, and recognition to provincial sport organizations, community partners, and athletes across BC. Through this communications initiative, Sport BC seeks to strengthen its ability to communicate clear, consistent messages that highlight and celebrate the power of sport.

There are several components to this communication initiative that includes Sport BC Programs (BC Amateur Sport Fund, BC Women & Sport, and KidSport – noting KidSport does have communication guidelines from the National Organization), Recognition Events (Athlete of the Year Awards, Presidents' Awards, Community Sport Hero Awards etc), Services and Products (Sport BC Insurance, Payroll and Benefits), and Advocacy Work (all levels of government and a wide variety of partner and collaborating organizations).

A. Cohesive and Comprehensive Communication Strategy

B. Detailed Communication Plan including implementation plan complete with suggested communication calendar

C. New Website

A) Sport BC Communication Initiative

- Work will support Sport BC as a province-wide communications vehicle initiative that elevates Sport BC's role as the voice for amateur sport delivering exceptional programs, recognition opportunities and advocacy initiatives.
- Emphasize storytelling around the positive power of sport, community impact, inclusion, athlete/member success, and sport system leadership.

Conduct a review of Sport BC's brand, logo, and communications asset the successful proponent will be asked to review:

- Sport BC logo usage and visual identity consistency
- Existing templates, social graphics, newsletters, presentations, reports, signage, and digital assets
- Recommendations for refreshes or standardized templates
- Accessibility and usability of communication materials

Communication strategy to deliver:

- An overarching Sport BC communications strategy
- Core messaging framework
- Audience and channel strategy
- Storytelling pillars
- Campaign themes
- Measurement framework

B) Communication Plan requires:

- Annual editorial/content calendar
- Monthly campaign themes
- Member success story pipeline
- Website/news/blog plan
- Newsletter plan
- Social media rhythm
- Event and awards promotion plan
- Reporting cadence and review process

Social media planning templates and tools . Deliverables should include:

- Monthly social media planning template
- Campaign brief template
- Story intake form for members
- Content calendar template
- Social media reporting dashboard
- Best-practice guide for platform-specific posting
- Toolkit for member organizations to amplify Sport BC campaigns

C) Sport BC Website Review

Our current website is difficult to maintain and no longer meets modern accessibility, usability, and content management expectation. We are seeking a digital partner to design and develop a modern, intuitive, and fully accessible website that:

- Clearly communicates our story and the impact of sport in BC
- Highlights programs, events, grants, awards, and achievements
- Delivers a dynamic front-page experience with news/blog content, featured programs, and upcoming events
- Supports members, the public, and staff with easy access to information
- Enables staff to independently manage content without reliance on vendors

The new website must:

- Provide an intuitive user experience for members, partners, athletes, and the public
- Feature a dynamic homepage with:
 - News/blog articles highlighting programs, impact, and achievements
 - Upcoming events with links to registration
 - Featured stories of Sport BC programs and initiatives
- Include a full events calendar integrated with registration tools
- Clearly present Sport BC's programs, services, grants, awards, and resources
- Allow self-serve access to applications, forms, and event registration
- Be fully editable through a user-friendly CMS
- Minimize reliance on external vendors for routine updates
- Support future growth, evolving content, and new programs
- Meet or exceed WCAG 2.1 AA accessibility standards

3.1 Discovery & Strategy

- Conduct stakeholder workshops and user research
- Review current website, analytics, and content inventory
- Identify key user groups and define user personas and journey maps
- Develop information architecture and sitemap ensuring:
 - Clear navigation
 - Logical separation of programs, services, and events
 - Intuitive pathways to access critical content quickly
- Provide content strategy recommendations to highlight Sport BC's impact and story

3.2 Design

- Custom brand-aligned visual design
- Mobile-first, fully responsive layouts
- UX/UI design that is intuitive, clean, and accessibility-first
- Clear visual distinction between:
 - Programs and services
 - Events and awards
 - Grants, funding, and applications
 - Resources and member information
- Incorporation of multimedia storytelling (video, imagery, infographics)
- Design mockups and revision cycles for approval

3.3 Development

- Build a brand-new website
- CMS-based solution allowing staff to edit all pages, navigation, content areas, and media
- Responsive, mobile-first development
- Full accessibility implementation (WCAG 2.1 AA minimum)
- SEO-friendly structure and clean, well-documented codebase
- Performance optimization and security best practices

3.4 Content Migration & Support

- Migrate existing content (pages, documents, media)
- Assist with content cleanup, restructuring, and consolidation
- Identify content for archiving or removal
- Optional content writing or editing services (clearly costed)

3.5 Integrations

The website must support seamless integration with third-party tools:

- Givergy – event registration, ticketing, fundraising
- Eventbrite – event listings, ticketing, and registration
- Cognito Forms – applications and data collection, embedded and styled
- Event listings and registration workflows
- Awards and recognition content
- Newsletter and email marketing tools
- Social media integration

Proponents must demonstrate experience integrating multiple third-party platforms in accessible websites.

3.6 Testing & Launch

- Functional, usability, and accessibility testing
- Cross-browser and device testing
- Pre-launch quality assurance
- Support website launch and transition to internal staff

3.7 Training, Documentation & Support

- CMS training (virtual or in-person) for staff
- Clear, plain-language administrator documentation
- Post-launch support period
- Optional ongoing maintenance and support packages

ACCESSIBILITY & INCLUSION

Accessibility is a core requirement. Proposals must demonstrate:

- Strong knowledge of WCAG 2.1 AA standards (minimum)
- Experience delivering accessible websites for Canadian organizations
- Accessibility testing, validation, and documentation processes
- Commitment to equity-informed, inclusive digital design

PERFORMANCE & SECURITY EXPECTATIONS

- Fast-loading pages and optimized media
- HTTPS security and best practices for user data protection
- CMS with role-based permissions for staff
- Scalable infrastructure to accommodate growth in users, events, and content

MILESTONE

RFP Issued
Project Conversations with Candidates
(if requested)
Proposal Submission Deadline
Short List of Candidates
Award Notification
Project Start
Target Website Launch

DATE

August 20, 2026
August 21-31, 2026

September 18, 2026
Week of September 28, 2026
Week of October 5, 2026
October 15, 2026
February 2027

BUDGET

Proposals must include:

- Total project cost broken down in the three main areas of work
- Detailed breakdown by phase (discovery, design, development, testing, launch)
- Assumptions and exclusions
- Optional services clearly costed
- Transparent pricing reflecting the full scope

PROPONENT QUALIFICATIONS

Proposals should include:

- Company overview and experience delivering full website rebuilds
- Experience with accessible websites in Canada
- Experience with non-profit, public sector, or sport organizations
- Team composition and roles
- Project management and communication approach

PROPOSAL SUBMISSION REQUIREMENTS

Submit electronically in PDF format to:

Contact: Allison Mailer, VP Operations, Sport BC

Email: allison.mailer@sportbc.com

Required sections:

- Executive summary
- Understanding of the project and objectives
- Proposed approach and methodology
- Project timeline
- Budget and cost breakdown
- Team and qualifications
- Relevant work samples
- References (minimum two)

EVALUATION CRITERIA

- Understanding of project objectives – 25%
- Proposed approach, methodology, and timeline – 25%
- Accessibility knowledge and experience – 20%
- Team qualifications and relevant experience – 15%
- Budget clarity and value along with proven examples of achieving established timelines – 15%

MANDATORY REQUIREMENTS CHECKLIST

- Experience delivering websites for Canadian organizations
- Ability to meet February 2027 launch
- CMS enabling Sport BC staff to edit all content
- Inclusion of accessibility testing and validation
- Staff training and documentation included
- Delivery of fully accessible website (WCAG 2.1 AA or higher)
- Proposal submitted by September 18, 2026 (5:00PM PST)

TERMS & CONDITIONS

- Sport BC reserves the right to accept or reject any proposal
- RFP may be modified or canceled at any time
- All proposal preparation costs are the responsibility of the proponent
- Any contract awarded is subject to negotiation and Sport BC approval

We look forward to partnering with a digital agency to deliver a modern, accessible, and high-impact website that tells the story of Sport BC and the value of sport in British Columbia.

SPORT BC

COMMUNICATION INITIATIVE

Thank you for
your consideration
and interest.



**SPORT
BC**