

Lakeville Hockey Association

Web-site Update Project
Request for Proposal

Introduction:

Lakeville Hockey Association (LHA) is a dynamic, growing Minnesota hockey organization looking to refresh our Web-site image to match the excitement of our hockey “brand”. The main goal of this project is to update our Web image to create a more dynamic, interactive experience that offers increased opportunities for community involvement and interaction. Originally conceived as a vehicle to drive Web visibility, our site requires a complete image, content, navigation, and social media upgrade to maximize the best features available from a turnkey Web 2.0 platform.

Given the nature of an organization like LHA, it is critical that the solution we choose be flexible, easy to use, and provide centralized control for easy administration. As new members come on board and assume responsibilities for ongoing site maintenance, we must ensure that administrative control is easily transferred with a minimal learning curve year over year.

RFP Objectives & Overview:

The purpose of this RFP is to identify viable vendors who may provide a solution to our current needs. The information gathered during this process will be used to evaluate the various vendors/options to determine which may meet the identified needs.

Vendors will be evaluated upon the completeness of their response, overall fit of the features offered, as well as overall financial investment.

This RFP is not an offer to contract, but represents a definition of our requirements. Your preparation of a response does not commit LHA to award the business to any bidder, even if all requirements are met. LHA reserves the right to amend, supplement, withdraw, or otherwise modify our requirements in whole or in part and seek additional bidders at any time during the process. Furthermore, LHA reserves the right to enter into formal discussions, with any vendor of their choosing, at any time during this process should they feel it is in their best interest to do so.

Timelines and Process:

As part of our process, LHA will be accepting responses through January 27, 2011. Please submit your complete response and proposal to vpadmin@lakevillehockey.org by Friday January 27, 2011 at 5:00pm.

Please submit all questions via e-mail for answer and redistribution to all participants. All questions must be received via e-mail, in writing, no later than January 27th.

Please take time to review and respond to the questions below and in the attached Excel Spreadsheet. Please include a minimum answer for all questions as follows:

- Yes** Indicates your solution offers this feature “out of the box”
No Indicates your solution does *not* offer this feature
Custom Indicates this may be offered with some level of customization

Additional detail may be provided as needed to explain your response. Please keep additional commentary brief to help maximize our speed and comprehension while reviewing responses.

Section One – Company Information

Company Overview and Background:

Company Name:

Address:

Key Contact:

Phone:

E-mail:

- Please provide a brief company overview, including number of customers and length of time you have been in business providing these type of services

- Please provide a brief description of services offered

- Please provide an overview of your proposed solution and any key differentiators that you believe may be of note to the team evaluating available solutions

- Please list three reference accounts and links to their web-sites

Section Two – Solution Offering

- Please complete following matrix of desired features, including details as necessary to supplement and explain your specific offering.

Section		Feature			
Please use a checkmark to indicate Yes, No, or Custom (Y, N, C). Please use Additional Details to clarify or describe your solution in more detail					
A	Content Management Features	Y	N	C	Additional Details
1	Dynamic WYSWIG Content Updates				
2	Multi-user levels (Admin, Publisher, Content Creator, etc.)				
3	Multi-level site maintenance				
4	Single-source update capabilities for content published in multiple sections				
5	Centralized content management database				
6	Centralized user administration				
7	Centralized e-mail list management				
8	Multiple dynamic templates for annual updates				
9	Please provide brief overview of content update process				
10	Please provide brief overview of template update process				
11	Site and traffic analytics (please describe analytics features and/or optional integrations to third party tools e.g. Google Analytics)				

B	Social Media/Media Integration	Y	N	C	Additional Details
1	Support for Facebook, Twitter, LinkedIn, etc.				
2	Ability to accept feeds from third party providers				
3	Integrated blogging capabilities				
4	Integrated RSS Feeds				
5	iCal Integration for "push" notifications				
6	Multi-level calendar security to support individual team calendars and event scheduling				
7	SEO Capabilities (please describe how you optimize search results for your clients as part of your solution)				
8	YouTube / Multimedia integration for image and/or video linking uploading (please describe features offered)				

C Application Integration		Y	N	C	Additional Details
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1	Ice-time Management Features				
2	Integrated, Dynamic Banner Advertising (please describe your capabilities)				
3	Integrated e-mail list management (including dynamic list updates and ongoing maintenance)				
4	Integrated market place capabilities for used equipment posting/sales				
5	Integrated Merchant Account Features (PayPal, or other - please list)				
6	On-line registration support for sessions, camps, and training events				
7	Integrated site analytics				

D Hosting, Security and Rates		Y	N	C	Additional Details
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1	Do you offer hosting as part of your solution?				
2	Please provide overview of fees associated with hosting and overall solution offering				
3	Does your hosting include security, back-up and 24-hour support?				

E Training & Support		Y	N	C	Additional Details
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1	Do you offer Training and Support as part of your solution?				
2	Please provide a description of Training packages & associated fees				

Section Three – Solution Pricing Proposal

For sections A-E Please attach complete pricing options, including all relevant aspects for a turn-key solution to meet our long-term needs.