



## **Request for Proposal (RFP)**

### **Website Design**

**Issue Date:** May 28<sup>th</sup>, 2025

**Proposal Deadline:** July 1<sup>st</sup>, 2025

**Desired Project Start Date:** August 1<sup>st</sup>, 2025

## **1. Introduction and Purpose**

The International 500 Project Inc. is seeking proposals from qualified firms to design and develop a new website for the International 500 Snowmobile Race, to replace the current WordPress-based system. The new website will serve as a comprehensive online resource for all stakeholders involved, including: spectators, sponsors, vendors, campers, teams, volunteers, and the community, offering easy-to-access information about our events, how to register for them, and what resources are available.

This project includes the migration of a substantial amount of content and data from the current website to the new platform. The selected vendor will be expected to design a modern, mobile-responsive, user-friendly site that aligns with the branding of the project and meets accessibility standards across multiple platforms.

This project includes design, hosting, and maintenance for 4 years beginning November 1<sup>st</sup>, 2025

## 2. Project Overview and Scope

The I-500 Project Inc. is looking for a vendor to provide the following:

- **Website Design & Development**
  - Design a custom website that reflects the I-500 Project, Inc. Following the Race Branding, and is aesthetically appealing and provides an intuitive user experience.
  - Ensure the website is fully responsive, providing an optimal viewing experience across multiple platforms, including: PCs, Macs, Android, iOS, Windows & Linux.
  - Implement a content management system (CMS) that is easy for non-technical I-500 Project, Inc. staff to update and manage.
  - Full Administrative access must be provided to I-500 Project, Inc
  - Incorporate modern design principles, with features that enhance usability and accessibility, including WCAG 2.1 compliance.
- **Data Migration**
  - Migrate substantial data from the current WordPress site to the new platform, including.
    - Text-based content (articles, events, history, and news updates)
    - Images, videos, and multimedia files
    - Documents, PDFs, and downloadable resources
    - Online forms and service requests
    - Custom plugins and features currently in use on the WordPress site.
  - The vendor must develop a clear migration strategy to ensure no data is lost, and that the transition to the new site is smooth.
  - SEO Preservation: set up appropriate redirects from old URLs to new URLs to ensure SEO ranking is preserved and minimize broken links.
- **Key Features & Functionalities**
  - Online registration for events, along with online payments.
  - A dynamic search functionality to allow users to find content quickly.
  - A Robust and easy-to-read calendar of events with options for users to register or subscribe to event updates.
  - Social media integration for updates on Facebook (Meta), Twitter (X), Instagram, Snapchat & TikTok.
  - A user portal where spectators, teams, and volunteers can access relevant documents, calendars, forms, rules, etc.
  - Accessibility features (ADA Compliance)

### 3. Proposal Selection Timeline

- RFP Issue Date: May 19<sup>th</sup>, 2025
- Proposal Submission Deadline: July 1<sup>st</sup>, 2025
- Proposal Review Period: July 2<sup>nd</sup> to July 17<sup>th</sup>, 2025
- Vendor Selection Notification: July 18<sup>th</sup>, 2025
- Desired Project Start Date: August 1<sup>st</sup>, 2025
- New Website fully operational by November 1<sup>st</sup>, 2025

### 4. Proposal Submission Requirements

Interested vendors must submit a detailed proposal including the following:

- Company Overview: Description of the firm, including its history, relevant experience, and qualifications
- Project Approach:
  - A clear breakdown of your proposed process for website design, development, and content migration.
  - Overview of the CMS platform you recommend, with a justification for your choice.
  - Migration strategy for transferring content and data from WordPress to a new platform.
  - Approach for ensuring data integrity and security during migration.
  - An Outline of testing procedures for the migration and the new website user engagement plan.
- Project Timeline: Provide a detailed project timeline from design to final launch, including key milestones and deliverables.
- Budget Estimate: Provide a cost estimate for the entire project, including:
  - Website design and development.
  - Content migration
  - Ongoing Maintenance, and Updates for 4 years
  - Any additional costs (hosting, integrations, etc)
- Client References: Include three references from other businesses or sporting events that have used your firm for similar website design and development projects. For each reference, provide:
  - Name of Event / Business
  - Project Description
  - Key Project Outcomes
  - Contact Person and Information (name, role, phone, and email address)

## 5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and Expertise: Relevant experience with similar organizations and knowledge of website functionality.
- Proposed Approach: Clarity and feasibility of the proposed design, migration strategy, and timeline.
- References: Feedback from the provided client references.
- Cost: The total cost of the project and the level of detail in the budget proposal.
- Timeline: Ability to meet the project timeline and deadlines.

## 6. Submission Instructions

Proposals must be provided via Portable Document Format (PDF) by 5:00 pm on Tuesday, July 1<sup>st</sup>, 2025, to the Information Technology Director: Wes Jourden via email at [support@i-500.com](mailto:support@i-500.com)

For any questions or additional information, please contact:

Information Technology Director: Wes Jourden [Support@i-500.com](mailto:Support@i-500.com) or (906) 372-4009