Request for Proposals (RFP) – SaskInteractive Website

September 16, 2024

I. Introduction

Saskatchewan Interactive Media Association Inc. (SaskInteractive) is a non-profit industry association with a vision to develop, promote, grow and support Saskatchewan's Interactive Digital Media Industry.

Mission: Our mission is to serve and support an entrepreneurial network of interactive producers, developers and designers.

Our primary objectives are:
- To **foster the growth** of the industry to create economic opportunities and jobs.
- To **provide a network** to enhance communication within the industry and act as an advocate for the industry.
- To **provide professional development opportunities** to respond to the creative, technical and administrative needs of the industry.
- To **raise public awareness** of the benefits of digital media.
- To **increase the profile of the industry** and enable marketing and exporting opportunities.
- To **liaise between educational institutions and the industry** to enhance training opportunities.
- To **work with government in developing policies** that will encourage the growth of the industry.
- To **showcase developers and their achievements** to each other and the world at large.

II. Project Overview

Please provide detailed information to accomplish the project scope outlined below including budget and project duration. The budget and proposal must include all design, development, production, software acquisition, integration, and necessary development and what level of support and maintenance the website would require annually.

III. Scope of Work

Saskinteractive wishes to create a dynamic digital presence that successfully promotes the programs and activities of the organization to its members, audiences

and external partners. The website should support the needs of our community and assist us in achieving our primary objectives.

It should be noted that we have completed Phase 1 of the development including Key Messaging, primary personas, strategic site architecture and content planning.

1. The design and development of a new, responsive industry association website.
2. Email Marketing Integration
3. Social Media Integration System
4. Accessibility – compliance within industry standards - WCAG Level AA
5. Search Engine Optimization
6. Analytics and Google tag manager integration
7. Backups, Updates, and Security Monitoring Solution
8. WordPress CRM plug-in integration for our member companies
9. Ability to generate reports from postings and registrations for events

Hardware Information/Server Hosting Requirements:

Proposals should include the server hosting requirements, implementation and maintenance, server environment, start-up costs, annual fees, and all other elements required for the hosting of the site and data management systems. Proposals must also include details on security, reliability, and disaster recovery.

Testing:

Testing of the site on all applicable platforms to ensure that the website works as promised, including an explanation of the proposed testing plan (accessibility and website testing).

IV. Evaluation Criteria

Proposals meeting mandatory requirements will be evaluated with the following criteria:

1. The proposed solution aligns with the requirements and criteria outlined in the RFP.
2. Demonstrated ability to recommend and communicate appropriate technical and aesthetic solutions, as shown through the proposal and references.
3. Previous work showcases artistic, innovative, and user-friendly interfaces that engage viewers.
4. Candidate has completed similar projects and possesses the necessary skills and experience to successfully undertake this project.
5. The price is appropriate for the value being offered by the proposer.
6. The candidate vendor has an appropriate number of staff and the necessary expertise to develop the site promptly and efficiently.
7. The proposal is presented in a clear, logical manner, is well organized, and has the appropriate information which the RFP requests.
8. The proposal is clearly written, logically structured, well-organized and includes all the necessary information and pricing requested in the RFP.

Please note that project commencement is subject to confirmation of available funding. It may be necessary to delay or phase portions of the project to align with subsequent grant applications.

Deadline for submissions: **October 7, 2024**

Submissions should be received by email submission to:
ED@SaskInteractive.com