

REQUEST FOR PROPOSAL

WEBSITE & PROMOTIONAL CAMPAIGN

Connecting the Softball Community

REQUEST FOR PROPOSAL

Softball Canada Website | www.softball.ca

1. OVERVIEW & DESCRIPTION OF PROJECT

Softball Canada has developed and maintained an association website since 1997 and underwent a full rebrand in 2017. The website has and will continue to be managed by national office staff through a Content Management System (CMS), which allows for flexibility and efficiency as the organization evolves over time.

The current iteration of the Softball Canada website was launched in 2014, with a rebrand and visual refresh completed in 2017. Softball Canada is looking to capitalize on the sport's popularity over the next few years with an anticipated increase in visibility at the international level through the LA28 Olympic Summer Games qualification process.

External Upgrade
Softball Canada is looking to improve the visual look, tools and functionality of the website to develop connections with its members and the public. Building on content from the current website, the association is looking to increase traffic and further engage users through interactive tools while providing a hub for information related to the sport of softball in Canada.

Internal Upgrade
As part of the project, the association is looking to enhance its website management tools with an improved Content Management System, event/league/roster management tools, and other database components to help improve the association's operations. The new system will allow Softball Canada to engage with different stakeholder groups (through permissions) to manage and update content related to their programs and initiatives directly through the association website.

In order to accomplish these goals, Softball Canada is requesting proposals from marketing and communication firms who believe they can produce and deliver a product and services that meet or exceed the needs outlined in this RFP.

PROPOSAL DUE: NOVEMBER 27, 2026

2. BUDGET

The budget for the website redevelopment project is to be presented based on current market trends. Softball Canada has approved a budget up to $**45,000 CAD** in website startup costs with expected annual maintenance costs up to $**4,500 CAD**. Proposals will be reviewed in a cost competitive fashion.

In addition to the website redevelopment project, Softball Canada has allocated an additional **$50,000 CAD** towards a promotional campaign that would include a marketing/branding/communication strategy, video and content creation, and media distribution.

The firm's experience and portfolio will be taken into consideration when negotiating rates. Awarding of the contract will be done at Softball Canada's sole discretion. Softball Canada reserves the right to contract separate companies for these two major projects.

3. TERMS & CONDITIONS

All firms should submit proposals based on the following terms and conditions. Those failing to do so may default their ability to be considered for the project.

a. Proposals must not be shared with any of our competitors or their affiliates.
b. Proposals should be delivered to Gilles LeBlanc no later than November 27, 2026.
c. All proposals must include a statement of authorization to be signed by a principal of the submitting firm.
d. All proposals must use the proposal format options outlined in this RFP.
e. All proposals must include a cost breakdown for essential website requirements.
f. Firms submitting separate proposals may not discuss pricing information, or they will be ineligible to bid on the project.
g. Submitting firms must disclose any relevant conflicts of interest and/or pending lawsuits.

4. PROPOSAL EVALUATION

Selection of proposals will be at the sole judgment of Softball Canada. Softball Canada will consider all parts of the proposal collectively, but place an emphasis on visual and template design, prior experience, technology standards, customer service and costs in the selection process.

Softball Canada will select the respondent that in the sole judgment of Softball Canada best satisfies the requirements in the RFP and the expectations of Softball Canada; and can do so at the best value to Softball Canada. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of Softball Canada.

5. BACKGROUND OF THE ORGANIZATION

The Canadian Amateur Softball Association, commonly known as Softball Canada, is a not-for-profit National Sport Organization (NSO) based in Ottawa, Ontario founded in 1965. It is recognized and financially supported by the Government of Canada as the National Governing Body for the sport of softball. Softball Canada is administered by a nine (9) member Board of Directors elected by the country's twelve (12) Provincial and Territorial Associations and is supported by seven (7) staff members working in the National Office.

Softball Canada's Coach and Umpire Development programs are recognized as worldwide leaders in the sport of softball, and all six of Canada's National Teams (Women's, U18 Women's and U15 Women's; Men's, U23 Men's and U18 Men's) are perennial medal contenders in all international competitions.

With funding annually provided by Sport Canada, membership fees, sales and sponsorship, Softball Canada develops programming to target various segments of its membership, including the very successful Learn to Play and Canpitch programs. The Long-Term Player Development Guide for Softball in Canada serves as Softball Canada's framework for decision-making.

OUR VISION

Canada, the world leader in softball

We strive to be the world's best from grassroots to podium, on and off the field of play.

OUR MISSION

Enable success for all in softball

Together we offer programs and activities creating an environment of success for all people involved in softball.

OUR VALUES

- Respect and Integrity
- Diversity, Equity and Inclusion
- Safety
- Experience and fun

OUR OPERATING PRINCIPLES

- Respect for all
- Long Term Player Development principles guide decision-making
- Effective communication in both official languages
- Successful organization management

6. AUDIENCE

The Softball Canada website will be available to the general public, with the target audience being athletes, parents, coaches, umpires and fans aged between 5 to 85 years old, and those who are interested in the sport of softball.

Specific user groups will also include:

a. Softball Canada Staff

- All staff members will use the website to update pages with information and tools with the guidance of the Manager - Operations.

b. Event Volunteers and Administrators

- Event volunteers will use the website to manage Canadian Championship event pages and provincial/territorial administrators will manage data that will populate the national membership database. Easy site navigation is imperative to assist a wide range of computer skills among our volunteer base.

c. Members

- With over 180,000 reported registered members, the site is used on a regular basis with a peak throughout the summer months for softball news, event information and results, and details and resources about Softball Canada's programs. Softball Canada requires a password-protected "Members Area" to access additional information, manage their membership profile, and access online subscription content.

d. Public

- The website attracted 238K active users and 1.64M page views in 2025, demonstrating the amount of interest from members and the public looking for more information about Softball Canada's events and programs.

e. Media and Sponsors/Advertisers

- Media outlets use the website and associated social media channels to access game recaps, media releases, national team and tournament results, photo galleries, past champions, and to access contacts for media requests.
- Softball Canada sponsors, partners and advertisers are prominently featured on the website to showcase their brands and products and their support for the organization with the goal of generating revenue for both their company and Softball Canada.

7. WEBSITE DEVELOPMENT SCOPE

In an effort to improve connections with multiple stakeholder groups within Softball Canada and website users, there are several essential and secondary components that the association is looking to address in the website redevelopment process.

All proposals must include a separate cost breakdown for essential website requirements and secondary components.

ESSENTIAL WEBSITE COMPONENTS

General Components

a. Ability to post/edit content from all devices.
b. Cross browser compatibility (ex. Chrome, Safari, Edge, Firefox, etc.)
c. Responsive web design - Cross platform compatible (desktop, laptop, tablets, smartphones, etc.)
d. Bilingualism (English/French) for all components of the website (public, member's area, and CMS administration)

Component A – Public Website

a. Improved design and visual look of the current website (www.softball.ca)
b. Use or improvement of Softball Canada's Brand Guidelines for all fonts, colours and logos
c. List of Provincial/Territorial Softball Association logos and links on homepage
d. Easily editable homepage, subsection, subpage and event page templates:
    - Standard Softball Canada header and footer
    - Customizable sub header for subsections, subpages and event pages
    - Dedicated landing page for each major section of Softball Canada's operations
    - Navigation menu structure with up to three subpage levels
    - Ability to embed images, videos, blocks, sortable tables and widgets with featured content or from external sources (social media, streaming, GameChanger, etc.)
    - Ability to feature program, team or event-specific partners/sponsors in each subsection, subpage and event page
e. Full functioning Content Management System
f. Ability to add/edit/delete/reorder menus and sub-menus
g. Professional looking Athlete, Coach, Umpire, Volunteer, Staff Profiles (Current and Alumni)
h. Search Engine Optimization and Accessibility features
i. Social Media Integration
    - Instagram
    - Facebook
    - X
    - YouTube

j. News - ability to upload news articles on the homepage, subsections and event pages of the website. Integrated or linked media release/news tool (currently using MailChimp)
k. Forms – ability to create custom branded forms (currently using website, SurveyMonkey, Google Forms). This would also include consent forms.
l. Media hub for easy access to streaming, video content, pictures, resources, uploads, etc. (Currently using website, Flickr, YouTube)
e. Resources sections with possibility of adding a paywall for protected documents (coach guides, umpire manuals, rulebook, etc.)
f. Ecommerce capability and payment processor integration (currently using Converge) for event registration donations and online resource subscription sales
g. Other modules/features:
    - Sitemap
    - Search function
    - Digital/Email Marketing Platform Integration (currently using MailChimp)
    - Document uploads (PDF, doc, xls, ppt, etc.)
    - Advertising (plus tracking)
    - Interactive calendar:
        - Export functions (to Outlook, etc.)
        - Filters for type and location of event

Component B – Members Area

a. Password protected access for individual members
b. Use fields and some tools from existing database (if possible)
c. Different levels of access/permissions (NSO, P/TSO, Zones, Associations/Leagues, Teams, Players, Coaches, Umpires)
d. Ability for administrators to import members from CSV/Excel (and other database formats as necessary)
e. Generate membership numbers, or use membership numbers that are already assigned
h. File sharing solution (protected documents) for groups (Coaches, Umpires, etc.)
i. Security of the members area (protect confidential registration information)
    • Password protected areas (Roles)
        1. Softball Canada Administrators
        2. P/T Administrators
        3. Zone Administrators
        4. Association/League Administrators
        5. Team Administrators (Coaches)
        6. Players
        7. Umpires
        8. Canpitch Instructors

Optional Components

a. Possibility for P/T Softball Associations to use template for their own website
b. Ability to share/publish national news to Provincial/Territorial sites and vice-versa (on demand).
c. Development of a Softball Canada App
d. Online store capability for Softball Canada merchandise sales (currently handled by third-party retail partner)

8. PROMOTIONAL CAMPAIGN SCOPE

In conjunction with the website redevelopment, Softball Canada is looking to produce a promotional campaign with video and graphic content creation to capitalize on its LA28 Olympic Games qualification journey.

Objectives

1. Promote Softball Canada's Women's National Teams and athletes through the 2027-2028 Olympic qualification process, highlighting the high-performance journey from the local grassroots level to regional events, Canadian Championships & Canada Games, up to the U15, U18 and Women's National Teams.
2. Promote Softball Canada's Men's National Teams and athletes with the goal of increasing participation in Men's Softball.
3. Promote Softball Canada's grassroots programs that serve as the starting point for lifelong participation in both the recreational and competitive streams of the sport and in multiple disciplines (Fast Pitch, Slo-Pitch and Orthodox).
4. Promote an active lifestyle in the sport of softball for diverse segments of the Canadian population, including Indigenous peoples, people of colour, people with disabilities and the LGBTQ2IS+ communities.

Deliverables

a. Produce a series of short videos promoting Softball Canada's programs and resources, including a focus on athletes, coaches, umpires and volunteers.
b. Develop a series of social media and website ad templates that can be used throughout the duration of the campaign.
c. Create fan engagement content for distribution.
d. Explore the possibility of free or paid advertisements for social media, television or streaming placements.
e. Provide a bank of images for promotional use.
f. Track and report on the reach and estimated value of all components the promotional campaign on an annual basis.

9. REPORTING NEEDS

a. Website
   - Detailed website statistics and reporting (Google Analytics)
   - Ability to track for different date ranges
   - Users, Sessions, Traffic, Engagement, Downloads

b. Promotional Campaign
   - Social Media Impressions
   - Video distribution tracking and reporting
   - Confirmed or Estimated airtime value
   - Engagement rates

10. PROJECT TIMELINES

Last Date for Submitting Questions: November 20, 2026
Deadline for Proposals: November 27, 2026
Date for Decision Making and Awarding Contract: December 4, 2026 (or earlier)
Planned Website Launch: May 1, 2027

11. POINT OF CONTACT

Gilles LeBlanc – Manager - Operations
Phone: 613-795-1996
Email: gleblanc@softball.ca

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Softball Canada
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Ottawa, ON, K2E 7K3

12. FORMAT FOR PROPOSALS

All proposals must be submitted in an electronic format.

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