

## REQUEST FOR PROPOSALS

**Publish Date: December 1, 2020**

**Proposals Due: January 4, 2021**

### **U.S. Center for SafeSport Organizational Overview**

The U.S. Center for SafeSport is an independent, nonprofit 501(c)(3) organization established in March 2017 in the wake of several high-profile abuse cases. The Center is responsible for responding to and preventing emotional, physical, and sexual misconduct and abuse in the U.S. Olympic and Paralympic Movement. Under the Protecting Young Victims from Sexual Abuse and Safe Sport Authorization Act of 2017, we are the only organization in the country congressionally mandated to take on this task.

The law entrusts the Center as the exclusive authority to respond to reports of abuse and misconduct within the United States Olympic & Paralympic Committee (USOPC) and their recognized National Governing Bodies (NGB) and High-Performance Management Organizations (HPMO). We are also an educational resource for sports organizations at all levels, from grassroots amateur sports organizations to professional leagues.

Our mission is to make athlete well-being the centerpiece of our nation's sports culture through abuse prevention, education, and accountability. We live this mission every day by focusing on the fundamentals needed to change sports culture.

### **Purpose of the Request for Proposal**

This RFP to bid from the U.S. Center for SafeSport (the Center) provides information and guidelines for motion graphics and 2D animation vendors to submit proposals to develop 6-8 animated short videos.

Targeted channels of distribution are all platforms of social media, mobile, websites and Google Ads links. These animation shorts will serve as educational resources on abuse awareness and prevention across the nation's sport communities and may be translated into multiple languages.

Rough story and scripts will be provided by the Center due to the nature of educational content.

### **U.S. Center for SafeSport RFP Timetable**

1. RFP Release Date: **December 1, 2020**
2. Closing Date: **January 4, 2021**  
The completed proposal package must be submitted to [AnimationsRFP@safesport.org](mailto:AnimationsRFP@safesport.org) no later than **January 5, 2021** at 5:00 PM MST (UTC-7).
3. Short-listed vendors will be notified no later than **January 12, 2021** and will be asked to provide a brief presentation on their company's qualifications.
4. Selection timeframe: **January 19, 2021**
5. Projected assignment of contract: **January 29, 2021**
6. Estimated project completion date: **June 30, 2021**

### **Submission Requirements:**

1. A proposal that responds to all questions in the RFP
2. Organizational overview, scope of your expertise in animation project management, corporate address, number of employees and freelance artists, if applicable
3. An official signed and dated authorized letter from senior corporate representative must accompany your proposal
4. Pricing: please see the details and format outlined in “Bid Pricing” below
5. Description of current clients, three references of current clients
6. Disclosure if clients include the U.S. Olympic and Paralympic Committee (USOPC) or any of the National Governing Bodies (NGB) recognized by the USOPC
7. In addition to completing the details in the RFP, please attach a digital link to a creative reel with at least five (5) samples of your work in animation
8. Bids may only be submitted to [AnimationsRFP@SafeSport.org](mailto:AnimationsRFP@SafeSport.org)

### **General bid information**

- Type of animation for consideration: 2D animation, motion graphics (including infographics)
- Estimated completion period: January 30, 2021–June 30, 2021
- End product: 6–8 animated short videos (approximately 1–2 minutes each); may also include 15- and 30-second cuts
- Created with multiple audio tracks for language dubbing
- Music: cleared and all rights fully paid
- Voice talent: full usage and all rights bought out
- Fully edited to specified time upon final change orders; includes Center-provided intros, outros, and end credits

### **Please include in your proposal**

- Creative Brief process
- Editing review software of choice
- Story boarding process and number of reviews
- Rough cut approval process and number of reviews
- Number of final approval edit rounds
- Rough project timelines based on delivery expectations
- Country of animation production

### **Pricing** (Please deliver using a close-range USD estimate for each phase)

- Creative development
- Storyboarding
- Creative review
- Final production
- Delivery final assets

### **Considerations for Implementation**

The process for an agreement, execution of a contract, and implementation of services should progress as follows:

#### Vendor Presentations

Short-list selected vendors will be invited to present via videoconference with Center representatives. Vendors will be expected to outline and elaborate on their proposal and to field questions, as appropriate.

#### Bid Selection

The Center's Selection Committee will decide on a vendor. The Center reserves the right to reject any and all proposals, wholly or in part; to waive any technicalities and minor irregularities; and to request additional information and clarification from bid respondents. The Center further reserves the right to award a contract that, in its sole judgment, is deemed to be in its best interest and to comply with Federal law and Federal grant requirements.

#### Terms of Agreement

A mutually agreeable 5-month contract. Terms will be submitted at the discretion of the Center. The contract will be governed by laws in the State of Colorado and in compliance with other Federal Grant requirements.

#### Compliance with Applicable Law

The successful vendor shall, at all times, observe and comply with Federal, State, and local laws, ordinances, orders, and regulations existing at the time of or enacted subsequent to the execution of this contract that in any manner affects the completion of the work.

#### Records Retention

Vendor will have the ability to maintain all requests and results securely, and to abide by all relevant Federal and State laws governing the privacy of this information. The vendor must also agree to provide copies of all requests and results for the life of this contract and for a seven-year period following the termination of this agreement.

#### Certification of Confidentiality

The vendor and the Center mutually agree that any, and all financial, enrollment, planning, and other sensitive information contained in the RFP and submitted proposals, or shared with each other during either the bidding, negotiation process or the performance of any agreement will be kept confidential. It should be noted that some of the funds to procure this service will be paid using Federal funds so the Federal cognizant agency may request to review the bid and other information from participating bidders.

#### Equal Employment Opportunity

The U.S. Center for SafeSport does not discriminate on the basis of race, color, gender, religion, sexual orientation, national or ethnic origin, age, disability, marital status, or veteran status in any program or activity or with regard to admission or employment. A selected vendor must likewise comply with all Equal Opportunity laws.