



DIGITAL MARKETING AGENCY

Request for Proposals 2022

2022 Digital Marketing Agency Requests for Proposals

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01. SUMMARY

This U.S. Center of SafeSport RFP is to engage an agency for the development and implementation of our 2022 digital content strategy and media planning to improve and expand our online digital reach with the overall goal of increasing national brand awareness and measured growth of our online training initiatives. Our ideal partner is an agency with deep expertise in digital content development, strong creative team and analytic insights for effective media spend, SEO/SEM advisory capacity, deep understanding of audience segmentation for client conversions, and paid and organic media strategy. Most important is a collaborative approach for nonprofit sensitivities and close collaboration with the Center's Marketing and Communications team. Project will kick off January 1, 2022.

The **audience** for this assignment is parents, coaches, and administrators of sport organizations across the U.S.

This proposal includes an assumption of 4 campaigns in 2022. Budget is \$250,000, preference is to spend a minimum of \$150,000 on media spend. Proposal does not anticipate including a monthly retainer. Please outline creative and other deliverables, and costs.

More information can be found here: uscenterforsafesport.org

02. 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.

Federal 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.

03. CORE OBJECTIVES

- **To educate, strengthen presence and build brand awareness**
 - Authority and subject matter expertise
 - Breadth and depth of free and fee-based training resources
 - Importance of changing the culture of sport to recognize and prevent abuse and misconduct
- **Create an engaging and measurable pathway to build**
 - Website traffic
 - Website engagement (such as, Traffic Sources, Conversion Rate, Page Views, Bounce Rate)
 - Online training conversions
- **Develop advanced analytic reporting using Hubspot, Google Analytics**

04. PROPOSAL REQUIREMENTS

- Organizational overview, scope of your expertise in digital content strategy and campaign activations.
- Corporate address, number of employees, location.
- List any experience with non-profit organizations.
- An official signed and dated authorized letter from senior corporate representative must accompany your proposal that your ability to perform the requirements of this proposal.
- Description of current clients and work performed.
- Disclosure if clients include the U.S. Olympic and Paralympic Committee (USOPC) or any of the National Governing Bodies (NGB) recognized by the USOPC.

- Description of transfer of intellectual property and digital assets (including rights ownership).
- In addition to the above, please include a comprehensive sample of your work in digital strategy development illustrating start to finish client solution, creative process, and resulting analytics.
- Pricing: please see the details and format outlined in section.
- Description of current clients, three references of current clients.
- Bids may only be submitted to partners@safesport.org

05. TIMELINE

RFP Release Date: October 18, 2021

Closing Date: November 12, 2021 The completed proposal package must be submitted to email no later than November 12, 2021.

Short-listed vendors will be notified no later than November 19, 2021 and will be asked to provide a brief presentation on their company's qualifications.

Selection timeframe: December 1, 2021

Project start date: January 1, 2022

Estimated project completion date: December 31, 2022

06. PRICING

Budget: \$250,000

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

- Discovery & Vision Brief
- Creative development (4 campaigns)
- Recommended campaign media spend and strategy
- Media planning and associated fees
- Analytics and data reporting

07. CRITERIA FOR SELECTION

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.

Terms of Agreement

A mutually agreeable contract term. Terms will be submitted at the discretion of the Center.

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.

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.