



U.S. CENTER FOR
SAFESPORT[®]

CHAMPION RESPECT. END ABUSE.[®]



Digital Citizenship Animations
Statement of Work 2022

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2022
Statement of Work**

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01. SUMMARY

This U.S. Center of SafeSport SOW seeks to produce multiple animated videos that will serve as educational resources on helping youth athletes and parents of youth athletes across the U.S. recognize positive digital citizenship behaviors to create safe and inclusive online spaces.

The budget for this assignment is \$50,000 with a projected start date of July 11, 2022. Companies must be US based, or have a verified corporate entity in the US because of Grant Funding restrictions.

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. 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 organizationsto 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.

More information can be found here: uscenterforsafesport.org

03. CORE OBJECTIVES

Captivate, educate, and guide audiences to act by using colorful, abstract imagery to evoke thoughts of technology, and fluid animation to create a sense of interconnectivity.

After watching these videos, youth athletes will be able to list two ways to be a positive digital citizen and parents of youth athletes will be able to list two digital citizenship topics to discuss with their child.

Type of animation for consideration

Motion graphics including infographics and typography; 2D animation

Animation Inspiration

- [Rings of Responsibility by Common Sense](#) – Abstract visuals of scenery
- [Ripple Effects of Covid-19 by VOX](#) – Clever display of facts and figures
- [Brief History of Coffee by Swell](#) – Vibrant colors and texture

04. DELIVERABLES

Digital Citizenship: Youth

- (3) Animated videos (approximately 30-45 seconds each)
- (3) Cutdowns (15 seconds each)
- Voice-Over: Teen (15 to 18 years of age), English (North American)
- Captions: English language

Digital Citizenship: Parents

- (1) Animated video (approximately 2 mins)
- (1) 60 second cutdown; (1) 30 second cutdown
- Voice-Over: Middle-aged (35-45 years of age), English (North American)
- Captions: English language

Additional Spanish Versions

- (6) Final versions of all “Digital Citizenship: Youth” videos with Spanish voice-over and captions
- (3) Final versions of all “Digital Citizenship: Parents” videos with Spanish voice-over and captions

Usage

Full usage and rights fully paid on all media assets used to produce final videos including but not limited to music, sound effects, and voice-over.

05. BID REQUIREMENTS

- Organizational overview and creative reel with relevant work samples
- Pricing: please see details in “Pricing”
- Disclosure if clients include the U.S. Olympic and Paralympic Committee (USOPC) or any of the National Governing Bodies (NGB) recognized by the USOPC
- Bids must be submitted to AnimationsRFP@SafeSport.org

Please include in bid

- Creative workflow
- Storyboarding 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

06. TIMELINE

Release date: June 10, 2022

Bids due: June 24, 2022

Selection timeframe: July 1, 2022

Projected Assignment of contract: July 11, 2022

Project Due Date: September 26, 2022

07. PRICING

Budget is \$50,000**

Please include all costs related to each set of deliverables, i.e., Youth, Parents, and Additional Spanish Versions.

**This project falls under the Department of Justice Grant requirements -additional contract requirements will be discussed with shortlisted bids

08. CRITERIA FOR SELECTION

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

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. 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 SOW 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.