

Canadian Quarter Horse Association

Website Redesign & Development
Request for Proposal

This RFP is for design and development services for a new website for the
Canadian Quarter Horse Association www.cqha.ca.

RFP Sent: August 5, 2020

Responses Due: August 12, 2020 midnight EST

Send any questions on the RFP to Laurie Haughton, CQHA Media Committee
Chairperson at admin@cqha.ca or (613) 978-6977

Send proposals to: Laurie Haughton, at admin@cqha.ca

Budget for new website: \$5000 - \$7500CND

Goal for new website launch: October 1, 2020

Canadian Quarter Horse Association (CQHA)

Overview

The CQHA was reactivated as the Canadian national affiliate of the American Quarter Horse Association (AQHA) in 2001. The association is run by a volunteer board of directors elected annually for terms of up to three years. The CQHA is registered as a non-for-profit organization with the Canadian Government. The CQHA represents 242,516 registered American Quarter Horses in Canada and 13,435 AQHA / CQHA members. The CQHA is a member of Equestrian Canada through its Industry division.

Our Audience

Our primary audience is the CQHA membership and friends of the CQHA, these individuals are diverse; they are involved in many different equestrian sports and activities. While our demographics show that we have many members that live in urban areas, we also must acknowledge that a number of our ranch owning members are in rural parts of Canada so we must be cognizant that connectivity and data speeds may be limited to some primary users of our website.

Our secondary audience is our export development market both domestic and international, these are buyers, and potential buyers of Canadian bred registered American Quarter Horses, a portion of the new website will be dedicated to promotion and services related to this project.

Our third audience is people who potentially want to learn more about Quarter Horses in Canada; the breed and activities they are part of, as well as the events that CQHA sponsors.

Our fourth audience is potential equine industry alliance and promotional partners and program sponsors.

New Website Objectives

Our website's number one objective is to provide current and relevant information to our members and audience, this content should be easy to find and navigate.

The second objective is to provide existing members and new members accessible services online through a membership management database system. It should be capable of point of sale functionality for membership fees and renewals; while being flexible enough to expand to add in additional pay per use services as the CQHA programs require.

An additional objective for our new website is to inform and educate, engage our member base and position our brand as a Canadian leader in equine management and welfare through resource content.

Current Website

Our current website, cqha.ca, is about 11 years old and does not serve us well anymore. The design doesn't reflect our brand and the navigation is clunky and not at all intuitive. Even our CQHA board members have a hard time finding things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want and contact us or learn about our services and programs.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- Separate database driven login area for members
- Secure payment system
- Optimized for mobile devices
- Optimized with SEO best practices
- Clear path to conversion/lead generation for our programs
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Bilingual – the ability to toggle between languages, key pages and content must be provided in both official languages of Canada – (translation will be provided)
- Email update sign-up form
- Contact Form
- Selected content imported from current site

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video capabilities
- Dynamic blog feeds throughout website

- Interactive timeline of our history
- Advanced SEO work

Ecommerce Details

Payment types taken; all major credit cards, PayPal, and Apple pay.

Budget Details

As listed in the summary, our budget for this project is \$5000 - \$7500. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal end on September 15, 2020. All invoices for this project must be billed before September 10, 2020.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS/
- Explanation of your proposed database functionality and security
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: August 5, 2020

Responses Due: August 12, 2020 midnight EST

Finalists Selected & Contacted: August 15 to 20, 2020

Winner Selected & Contacted: August 25, 2020

Project Kick-off: September 1, 2020

All invoices for this project must be billed before September 10, 2020

New Website Launch Target Date: October 1, 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Laurie Haughton, CQHA Media Committee Chairperson at admin@cqha.ca (613) 978-6977