



Swim Alberta

Brand and Website Development

1 OBJECTIVE

The objective of the brand and website development Request for Proposal (RFP) is to identify potential vendors to achieve the following for Swim Alberta:

- Brand alignment with Swimming Canada (National Sport Organization)
- Updated website usability and functionality in alignment with the new brand

2 ORGANIZATION BACKGROUND

Swim Alberta is a not-for-profit Provincial Sport Organization (PSO) for competitive swimming in Alberta. As a member organization of Swimming Canada, Swim Alberta is responsible for the supervision and management of over 11,900 members (clubs, swimmers, coaches, and officials) in Alberta. More information on the Strategic Plan can be found online: [Pathway to 2032](#)

3 SCOPE

The scope of work includes the development of a new brand and accompanying brand guidelines, and a well-designed and user-friendly website.

3.1 REQUIREMENTS & DELIVERABLES

3.1.1 Brand redesign

Swim Alberta is looking for the following assets:

- Branding Guidelines
- Logo creation (Swimming Canada alignment with a distinct Alberta representation) and logo files in multiple formats

3.1.2 Website

Swim Alberta requires the following from its website:

- User-friendly (intuitive) website for Swim Alberta current and future members to easily navigate and that is visually appealing
- User-friendly Content Management System (CMS) that allows for additions/changes. This includes scalability to meet our needs.

- Long-term website hosting and maintenance
- Secure member log-in area for exclusive member resources
- Interface/third-party integrations (e.g., donation platform, payment, forms, technical swimming software, etc.)
- Ability to host results and records
- Mobile compatibility
- Video and image integration
- Vision and hearing accessibility
- Website analytics

4 EVALUATION

4.1 BRAND

Swim Alberta will use the following criteria to evaluate and proposals for the brand:

- Brand identity (Alberta) – recognizable
- Alignment with Swimming Canada – with an Albertan pride
- Sustainability – long-term use of the branding
- Attractiveness – appealing to current and future members, donors, and sponsors

4.2 WEBSITE

Swim Alberta will use the following criteria to evaluate the proposals for the website:

- Function – information presented in a clear and well-organized manner
- Attractiveness – visually well-designed and appealing
- Systematic structure – clear, easy to use website for members
- Navigation – ease of use to minimize confusion and accessible
- CMS – usability for staff to maintain/change

5 BUDGET & TIMELINE

5.1 BUDGET

We have budgeted approximately \$10,000-\$20,000 for this project. Please include the breakdown of the cost of the brand and website development separately in the submission.

5.2 PROJECT TIMELINE

Release of RFP	April 2, 2025
RFP submission deadline	April 30, 2025
Evaluation of submissions	Prior to May 30, 2025
Interviews	Between June 2-13, 2025
Confirmation of vendor	June 27, 2025
Brand & Website launch (ideal)	September 1, 2025

6 SUBMISSION GUIDELINES

6.1 PROPOSAL FORMAT

The proposal must include the following information (listed in order of priority):

- Primary point of contact (email address and phone number)
- Business title
- Company history (one-page maximum)
- Plan to meet the requirements and deliverables listed in section 3.1
- Previous relevant client projects (preferably non-profit or sport organizations), including a brief summary of each
- Project timeline
- Project budget (including openness to in-kind sponsorship)
- Minimum of 3 references

6.2 SUBMISSION METHOD

Please attach your submission as a PDF by email to apolet@swimalberta.ca with 'Submission: Brand & Website RFP' in the subject line.

6.3 SUBMISSION DEADLINE

Submissions must be received by 11:59PM (MDT) Wednesday April 30th, 2025.

Swim Alberta will only contact those selected to move forward to the interview stage.