



Request for Proposal

The Project:

Work closely with key stakeholders, including professional staff and volunteers, providing strategic planning and implementation assistance to U.S. Figure Skating for their 100-year anniversary celebration (2021). Participate in the process from initial ideation and planning stage through the successful launch and execution of an internally (members & clubs) and externally focused initiative.

October 2, 2019

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Confidentiality Statement

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Thank you for your consideration.

U.S. Figure Skating

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Introduction and Executive Summary

U.S. Figure Skating recently completed a multi-year, organizational, brand-based marketing campaign, the successful rebranding of its introductory skating program (Learn to Skate USA), the retooling of its hub for fan engagement (usfigureskatingfanzone.com) and the successful deployment of a proprietary digitally-based event management system (EMS). After a year-long initiative, the organization is poised to launch its new public facing website in December of 2019. With these organizational pillars in place, it is now time to focus on the organization's 100-year anniversary that will be celebrated in 2021.

U.S. Figure Skating's Board of Directors, various volunteer groups and staff recognize the importance of this project and are poised to work closely with a partner to take on this task.

U.S. Figure Skating is soliciting interest via this Request for Proposal (RFP) from marketing and public relations agencies ("Vendor") with the purpose of developing a 100-year celebration campaign that will both honor a century of achievements of the organization while helping to promote future growth of the sport through increased awareness in present day figure skating opportunities and skaters.

For the projected 6 to 12-month planning period and 12-month implementation timeline, the first objective is to fully engage all key stakeholders to fully understand the expectations, vision and possibilities for this celebration. These findings will then be utilized to strategically plan and implement a campaign that recognizes and celebrates the myriad accomplishments of the organization at every level while engaging the general public during this seminal year in U.S. Figure Skating's history.

Business Overview & Background

A Colorado based a non-profit organization; U.S. Figure Skating is the national governing body for the sport of figure skating in the United States. U.S. Figure Skating is a member of the International Skating Union (ISU), the international federation for figure skating, and is a member of the U.S. Olympic Committee (USOC).

U.S. Figure Skating is one of the strongest and largest governing bodies within the Olympic movement, with more than 200,000 members composed of member clubs, collegiate clubs, school-affiliated clubs, individual members, Friends of Figure Skating and Learn to Skate USA participants.

Charter member clubs of U.S. Figure Skating numbered seven in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has more than 760-member clubs and 1,000 registered Learn to Skate USA programs that have taught more than 2 million people how to skate since 1968.

Volunteers serve on U.S. Figure Skating's 15-member Board of Directors and more than 1,000 volunteers serve on numerous national committees. Thousands more volunteers dedicate their time and talent to club activities, judging, officiating and competition management around the country each year.

Detailed Specifications

The purpose of this RFP engagement is to identify a short list of Vendors who will be considered to partner with U.S. Figure Skating in the planning and execution of the organization's 100-year anniversary celebration. Over the next 6 to 12 months, U.S. Figure Skating and its Vendor partner will develop an internally and externally focused campaign with the goal of launching the initiative in January of 2021 to coincide with start of the organization's 100-year anniversary year.

With U.S. Figure Skating's 100-year anniversary in 2021 and the 2022 Olympic Winter Games in Beijing, China to follow shortly after, this initiative comes at a critical juncture in the organization's history. U.S. Figure Skating's leadership understands the importance of taking a proactive approach to this Centennial opportunity in order to remain among the highest profile, most respected and popular sports in the Olympic movement.

This RFP is for services provided by the Vendor solely as outlined above. Although not a requirement of Vendors responding to this RFP, U.S. Figure Skating asks respondents to clearly outline the following:

- Cover letter/Statement of Interest addressed to Ramsey Baker, CMO, U.S. Figure Skating
- Company overview, including size, office locations, company history, etc.
- Previous and/or current client list
- Examples of relevant projects/previous work
- Up to three references
- Account management structure, i.e. how you would work with U.S. Figure Skating
- Your ability to provide services on a not-for-profit organization pricing structure
- Any additional key attributes of your company that you would like to share

The following is a requirement of Vendors responding to this RFP. Please respond based on work performed on previous projects of similar nature and your basic understanding of the project requirements as outlined in this RFP. Please also provide a general outline of concepts/ideas and estimated costs associated with the implementation of a project of this scale, with the understanding that additional SOW direction, including a detailed timeline with milestones and a more detailed budget, will be discussed with those Vendors selected as finalists for the next phase of the project's review.

Target Audience of Vendor Response:

- U.S. Figure Skating headquarters executive staff
- U.S. Figure Skating Board of Directors and relevant volunteer committee groups

RFP Timeline

October 18, 2019	RFP responses due to U.S. Figure Skating (<i>early responses will be considered upon receipt</i>)
Oct. 21-30	Initial review of vendor responses
Oct. 31	Finalist(s) to be notified and interviews scheduled
November 5-7	Finalist interviews to be conducted
November 22	Finalist Q&A documents and final proposals due
December 9	U.S. Figure Skating Board of Directors approval of Vendor selection
December 10-18	Vendor agreement completed
January 6	Project launch
May 2	Initial plan shared with U.S. Figure Skating members at Annual Governance Meeting
May-Sept.	Development of campaign assets
Oct. - Dec.	Internal (U.S. Figure Skating clubs) deployment of campaign assets
January 2021	100-Year Anniversary celebration launches

Copyright Ownership

All works created by the vendor in connection with the services outlined in this RFP will have been specifically ordered and commissioned by U.S. Figure Skating as works made for hire under U.S. copyright laws. Accordingly, U.S. Figure Skating will exclusively own all right, title and interest in such *works* throughout the world.

Terms and Conditions

Once a Vendor has been selected (no later than December 9, 2019), an official contract outlining the terms of this project will be completed with the Vendor that has been selected.

Submission Guidelines

If you are interested in becoming the Vendor for this project, please respond to this RFP no later than:

Friday, October 18, 2019
Submissions due by 5pm MT

Your proposal should be addressed to:

Ramsey Baker
Chief Marketing Officer
U.S. Figure Skating
20 1st Street
Colorado Springs, CO 80906
t: 719-635-5200
Sent via email to: rbaker@usfigureskating.org

Submission Questions and Clarifications

You may contact the following people with questions or for clarification on any topics in this RFP:

Ramsey Baker
(as above)

Erika Lehman
Director, Marketing
U.S. Figure Skating
20 1st Street
Colorado Springs, CO 80906
t: 719-635-5200
Sent via email to: elehman@usfigureskating.org