



## **PGA of Canada Request for Proposal – Website & Member Portal**

### **Introduction**

The PGA of Canada is launching a project to develop a new website and member portal that are professionally designed, bilingual, user friendly, and easy to navigate with a significant improvement of functionality for members of our association and the public at large.

Currently the Association has one National site and 9 Zone sub sites, and we are looking to integrate them all into one comprehensive site that can better service our members across the country with both desktop and mobile functionality. This document and accompanying scoping requirements include background information on the PGA of Canada, an overview of the PGA of Canada's needs for a new website and member portal, and an outline of what's required to submit a proposal to this RFP.

### **About the PGA of Canada**

The PGA of Canada was established in 1911 and is the second oldest and third largest professional golf association in the world. The PGA of Canada is a non-profit Association comprised of over 4,000 golf professionals across the country.

The PGA of Canada develops, promotes, and supports members in living a better life and earning a better living. The Association consists of the National Office located in Acton, Ontario and nine Zone Offices across the country.

The PGA of Canada offers a variety of programs and services which depend on an effective website and member portal. The accompanying requirements documents outline these programs and services and the functionality that we require to service our members and the public.

Additional information about the PGA of Canada is available through our website at [www.pgaofcanada.com](http://www.pgaofcanada.com).

### **Proposal Requirements**

The website and member portal must facilitate the management and provision of programs and services, be “user-friendly” for staff, facilitators and members, and provide an enhanced level of functionality and reporting. To minimize long-term technical risk and developer availability, the PGA of Canada prefers popular / well-known / open-source CMS website platforms but will consider, and are open to, other proposals.

Specific requirements can be found in these two excel sheets: [The AMS & CMS Requirements](#), and the [Website and Member Portal Requirements](#)

To facilitate the evaluation of the proposals by the PGA of Canada, the third-party vendor is requested to include the following in the proposal:

- Company background and contact information
- References and contacts
- Description of recommended software and whether the solution is off-the-shelf or a custom build.
- Solutions for both a public facing site and a member site.
- Solutions for all items outlined in the requirement spreadsheets.
  - o Note: These solutions can be provided within attached spreadsheets or within the proposal
- Identification of additional ideas, suggestions for consideration, challenges or limitations in meeting the requirements and how these might be addressed
- Proposed approach for the transition from the existing CMS & AMS and how they will be integrated with the new system
- Required resources from the PGA of Canada and the current provider for the transition from the existing CMS & AMS
- Proposed approach for mobile functionality.
- Proposed approach to staff training
- Approach to ongoing support (including hosting, software upgrades, bugs, responding to client feedback)
- Proposed timelines from the time of the agreement to full implementation
  - o Note: The PGA of Canada understands that this will be phased roll out and will work with the selected vendor to prioritize requirements
- Outline of security and back-up policies and procedures
- Pricing structure and price range estimates that include development, implementation, hosting, and ongoing support services (including itemized hourly, monthly or annual costs)
- Terms and conditions of payment
- Pricing for online credit card authorization and explanation of the process, including “per transaction” fees and third-party involvement or software requirements
- A website demo would be considered an asset alongside a proposal.

Questions will be accepted by email only and received no later than March 14, 2025. Replies may be shared with the other potential vendors. Telephone inquiries will not be accepted.

### **Terms and Conditions for Submission of Proposals**

Deadline for submission is **5:00 p.m. ET on Friday March 21, 2025 by email to the PGA of Canada’s Managing Director of Marketing & Communications at [brendan@pgaofcanada.com](mailto:brendan@pgaofcanada.com)**. Receipt of proposals will be confirmed by the PGA of Canada to bidders by return email.

Proposals may be submitted in either Word or PDF format. Submissions by FAX or mail will not be accepted nor will those submitted beyond the deadline.

Revisions to proposals may be accepted but only prior to the stated deadline. The PGA of Canada reserves the right to modify the conditions of the RFP at any time up to the submission deadline.

All costs relating to the development and submission of proposals are the responsibility of the bidder. The PGA of Canada reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. The PGA of Canada shall not be obligated in any manner until a written contract relating to an approved proposal has been duly executed. The RFP and any resultant contract is not an offer of employment nor will it constitute an employment relationship. It is strictly a contractual relationship for the provision of services by an independent party. The PGA of Canada will treat all submissions as confidential except where sharing of the information is necessary as part of the evaluation and decision-making process.

#### **Negotiation Delay**

If a written contract cannot be concluded within 30 days after notification to the designated bidder, the PGA of Canada may, at its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders. This document or any portion of it may not be used for any purpose other than the submission of proposals.

#### **Disclosure**

This RFP is the property of the PGA of Canada. No news releases, public announcements or any other reference to the RFP shall be made without the expressed written consent of the PGA of Canada. Information pertaining to the PGA of Canada obtained by the bidder as a result of participation in this RFP is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder. The PGA of Canada, its agents and consultants expressly disclaim any and all liability for representations, warranties expressed or implied or contained in, or for omissions from this RFP package or any written or oral information transmitted or made available at any time to a bidder by or on behalf of the PGA of Canada. Nothing in this RFP is intended to relieve bidders from forming their own opinions and conclusions in respect to this RFP.

#### **Acceptance of RFP Conditions**

Receipt of a proposal will be considered acceptance of the RFP terms and conditions by the bidder.

**Selection of Provider**

Proposals received by the deadline will be evaluated by a committee of National Office staff, National Zone Staff and an independent IT consultant. It is intended that the top three considered to be the best fit for the PGA of Canada needs will be asked to do an online presentation and demonstration. The evaluation of proposals will be completed utilizing the information provided in the proposal and the presentation by the potential vendors.

The National Office is planning to schedule meetings with the shortlisted vendors the week of March 31.

**Service Contract**

The successful bidder will be responsible for drafting the service contract between the provider and the PGA of Canada.

The information included in the RFP will serve as an integral part of the contract. Wording of the contract may be negotiated between the provider and the PGA of Canada until a mutually acceptable contract is agreed upon and signed by both parties.

**Disclaimers/Limitations of Liability**

Neither acceptance of a proposal nor execution of a contract shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law. It is the responsibility of the Provider to obtain such prior to commencement of the services under the proposed contract.

**Copyright**

During the service period, the successful bidder shall not sell, transfer, mortgage, lease or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for the PGA of Canada under the contracted agreement without prior written consent of the PGA of Canada.

The copyrights, trademarks and any other intangible or tangible rights relating to the underlying works belong to the PGA of Canada and shall be delivered forthwith to the PGA of Canada upon completion of the particular service, or as otherwise requested by the PGA of Canada.

**Security and Privacy of Information**

The successful bidder must agree to comply with the PGA of Canada's Privacy Policy, as well as with federal and/or provincial privacy legislation regarding information received from the PGA of Canada and all PGA of Canada stakeholders. These include strict control of access to data and maintaining confidentiality of information gained while carrying out duties under the terms of the contract.