



REQUEST FOR PROPOSAL FOR PGA of CANADA PROFESSIONAL DEVELOPMENT CONTENT

1. Summary and Background

The PGA of Canada is accepting proposals to design and develop professional development content for our 3700 golf professionals. The purpose of this RFP is to provide a fair process for all third party organizations who wish to develop content specific for golf professionals in varying platforms. The PGA of Canada's Professional Development initiative develops content in eight different areas of the industry:

- Business planning
- Marketing
- Managerial and Human Resources
- Teaching & Coaching
- Fitness
- Technology
- Leadership
- Event management

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 3,700 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.

2. Proposal Guidelines

Proposals submitted to the PGA of Canada should include each of the following areas:

- a. Brief project overview
- b. Organization's background
- c. Project goals & target audience within PGA membership
- d. Scope of work & deliverables
- e. Timeline

PGA OF CANADA/PGA DU CANADA
13450 DUBLIN LINE, ACTON, ON L7J 2W7
TEL: 1-800-782-5764 FAX: 519-853-5449
www.pgaofcanada.com
email: info@pgaofcanada.com

- f. Technical requirements
- g. Principal point of contact
- h. Budget
- i. Proposed timeline of development and delivery

The proposal should be submitted a minimum of 60 days prior to the proposed launch date of the project.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

Terms and conditions will be negotiated upon a successful RFP.

3. Project Purpose and Description

Content will be developed on the premise of supporting the PGA professional building revenue in their business and supporting the golf professional in the overall career development.

Projects should be user friendly, easy to access, and available in as many platforms as possible. Current content includes interactive webinars, podcasts, recorded video, written articles, and more.

4. Project Scope

The scope of this project includes all development, research, and presentation of the content. Final design of the project can be negotiated upon the successful proposal being accepted. All text and copies will be provided to the PGA of Canada and will thereby become the property of the PGA of Canada. Secondary use of the content developed for this project by the third party must first be approved by the PGA of Canada Education Department. Final design of the project must have the appropriate PGA of Canada logo's and can be co-branded with the third party organization.

The selected bidder will be responsible for planning and conducting any thorough market research needed for the project with support from the PGA of Canada, as needed.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing web site design
- User-friendly environment that is easy to navigate
- Relevant to the Canadian marketplace

5. Request for Proposal and Project Timeline

Content is developed and made available for PGA of Canada members on a weekly basis via the PGA of Canada members website. Projects should be submitted a minimum of 60 days before the proposed launch from the third party organization. Organizations should be mindful that most PGA professionals will seek professional development outside of the traditional golf season,

6. Budget

All proposals must include proposed costs to complete the tasks described in the project scope.

6. Submissions

Submissions should be sent via email to Matt Allen, Manager of Education and Programs at the PGA of Canada at matt@pgaofcanada.com