



Request for Proposal: Website Development & Maintenance

Roswell Soccer Club

Project: Platform Migration, Web Design, and Ongoing Support

1. Executive Summary

Roswell Soccer Club (a non-profit booster club that is part of the City of Roswell) is seeking a qualified vendor to recommend a modern website platform, execute the design based on established internal wireframes/navigation, and provide ongoing technical maintenance. The goal is to move from a conceptual layout to a live, high-performance site that serves our players, parents, and coaches efficiently.

2. Project Scope

The selected vendor will be responsible for the following three core pillars:

- **Platform Recommendation:** Evaluate our current needs (registration integration, mobile responsiveness, ease of use for volunteers) and recommend a CMS (e.g., WordPress, Squarespace, etc.).
- **Design & Implementation:** Using the design, navigation, and content already laid out by the Club, build a cohesive, visually appealing website on the chosen platform.
- **Ongoing Support:** Provide reliable, monthly maintenance including 2-3 hours of edits (text updates, seasonal banner changes, calendar/event updates or minor troubleshooting).

3. Technical Requirements

- **Mobile First:** The site must be fully optimized for mobile devices, as the majority of our users access schedules and updates on the go.
- **Ease of Management:** The backend should be intuitive enough for authorized Club staff to make minor updates if necessary.
- **SEO & Speed:** Implementation must follow best practices for search engine optimization and fast loading times.
- **Security:** Ensure SSL certification and secure handling of any club data.

4. Submission Requirements

Interested vendors should provide a proposal including:

1. **Company Overview:** Brief history and experience with similar organizations or sports clubs.
2. **Platform Strategy:** A preliminary recommendation for the platform and why it suits a soccer club's needs.
3. **Portfolio:** 2–3 examples of live websites developed by your team.
4. **Pricing Structure:** * One-time cost for design and launch.
 - Monthly retainer fee for 2-3 hours of maintenance.

5. Proposed Timeline

- **RFP Distributed:** June 22, 2026
- **Proposal Deadline:** July 10, 2026
- **Vendor Selection:** August 20, 2026
- **Project Kickoff:** TBD w/ Selected Vendor
- **Target Go-Live:** October 1, 2026

6. Evaluation Criteria

Proposals will be evaluated based on the following:

- Experience with non-profit or sports-related web development.
- The clarity and logic of the platform recommendation.
- Responsiveness and reliability regarding the monthly maintenance requirement.
- Total cost of ownership (initial build + monthly support).

Contact Information: Please submit all proposals and inquiries to:

Brian Nicholls
Vice President, RSP
vp@roswellsoccerclub.com