# RFP for Website Design/Redesign Project

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| Company Name | Jamaica Athletics Administrative Association |
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| Date | December 16th, 2025 |

**Introduction**

We are pleased to present our proposal in response to the Request for Proposal for the enhancement of the JAAA's digital platform, in alignment with the 2025–2026 Grant for Growth framework. Our proposed solution addresses all strategic objectives: athlete management, revenue generation, and stakeholder integration.

The Jamaica Athletics Administrative Association (JAAA) wants to enhance its website currently found here:

**https://athleticsja.org**

Potential vendor please respond to this request and to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the enhancement, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/ or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

**Table of Content**

# 1. BACKGROUND

The Jamaica Athletics Administrative Association (JAAA), a limited liability company registered under the Companies Act with was granted the power to dispense with the word Limited. It is the national governing body for athletics (track and field) in Jamaica, originating in 1910. The organization was reconstituted as the Jamaica Amateur Athletic Association in 1932, affiliated with the IAAF (World Athletics) in 1948, and renamed the Jamaica Athletics Administrative Association in 2011 to retain the JAAA acronym. Its mission is to promote, develop, and regulate athletics in Jamaica through organizing competitions and educational programs.

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# 2. Budget

**RFP Budget Statements:**

*The budget for the redesign and enhancement of the Jamaica Athletics Administrative Association (JAAA) website is structured to ensure the delivery of a secure, scalable, and high-performance digital platform that supports athlete management, stakeholder engagement, revenue generation, and organizational efficiency.*

*Budgetary provisions will be allocated across the following key components:*

- ***Website Design and Development:*** *User-centred redesign, responsive interface, improved navigation, accessibility compliance, and modern branding alignment.*

- ***System Architecture and Integration:*** *Development of a robust content management system (CMS) and integration with athlete databases, event registration systems, eLearning modules, and third-party platforms where required.*

- ***Data Migration and Content Management:*** *Secure transfer of existing content, athlete records, historical data, and media assets, along with content restructuring and optimization.*

- *Security and Compliance: Implementation of industry-standard cybersecurity measures, data protection protocols, user authentication, and compliance with relevant data privacy regulations.*
- *Performance Optimization and Hosting Readiness: Optimization for speed, scalability, and high-traffic events, including compatibility with cloud-based hosting environments.*
- *Testing and Quality Assurance: Functional testing, security testing, cross-browser/device compatibility checks, and user acceptance testing.*
- *Training and Knowledge Transfer: Capacity-building for JAAA staff and administrators to manage content, users, and system features effectively.*
- *Maintenance and Support: Post-deployment technical support, updates, bug fixes, and system monitoring during the stabilization period.*

*The overall budget framework is designed to maximize value for money, ensure sustainability, and support the long-term digital transformation goals of the JAAA while remaining flexible to accommodate phased implementation and future enhancements.*

## 3. Timeline

We anticipate that this project will take 12 weeks (3 months) with an expected launch date of **June 26th, 2026.**

**RFP Release Date**

December 22nd, 2025

**Response Deadline**

We are expecting proposals back by: **February 16th, 2026.**

**Vendor Selection**

Vendors will be notified by: **February 27th, 2026.**

**Project Kickoff**

Vendors should have their team ready to begin work on the project by: **March 9th, 2026**

**Desired Launch Goal Date**

Go live: **June 26th, 2026.**


# 4. Challenges

While the present website has some positive aspect such as:

- **Active and informative blog:** The website functions as a news hub, featuring up-to-date posts on championship results, competition schedules, and important announcements from the JAAA. Recent articles from late 2025 include watch lists for junior athletes and recaps from the annual calendar conference.
- **Dedicated event portals:** For major events like the 2025 National Junior and Senior Championships, the JAAA provides dedicated sections with specific registration requirements, deadlines, and portals for athlete entries.
- **Clear access to policies and downloads:** The site offers organized sections where users can find files, policy documents (e.g., selection and anti-doping policies), and contact information. It offers access to the JAAA's constitutional documents, registration and application forms as well as data collection forms
- **Accessible support channels:** The JAAA provides a contact form and other details for users experiencing technical problems, with a responsive technical team that has addressed issues, like a 2024 registration error.


However, there are current problems like**:**

**Instability and server issues during peak usage:** The website has a history of becoming overwhelmed when large numbers of users, particularly athletes registering for national championships, attempt to access it simultaneously.

- **Recurring technical glitches:** The site experienced both a registration error caused by misplaced code and a full website outage. While resolved, these incidents point to underlying infrastructure vulnerabilities.
- **Reliance on manual verification and external forms:** Some processes, such as collecting athlete data for international championships, have historically relied on third-party forms or required manual verification, which can be inefficient.

- **Delays in updating information:** The site has shown instances where critical information, such as the order of events and entry standards for an upcoming championship, was outdated (e.g., displaying 2024 information instead of 2025 drafts).

A long way in addressing ongoing challenges with communication, administration, and public confidence. A reliable, easy-to-use online platform would better support athletes, coaches, officials, clubs, and fans across the island and overseas. We would like to:

## 1. Strengthening Communication and Transparency

- **Reducing misinformation:**

  *Recent public disagreements and confusion surrounding policies have shown that the JAAA needs a central, trusted source for official updates. A properly managed website would provide accurate information—policies, statements, announcements, and clarifications—helping to prevent speculation and rumours within the track & field community.*

- **Boosting accountability and professionalism:**

  *A modern website would allow the JAAA to publish important documents such as policy guidelines, AGM notices, sanctions information, athlete eligibility rules, and other official material. This level of visibility promotes trust and supports the JAAA's efforts to improve its public image. The association has already begun rolling out improvements like updated sanction forms and new official email channels, but these pieces would function better within an enhanced and fully integrated website.*

## 2. Improving Administration and Registration

- **Eliminating technical frustrations:**

  *Athletes, coaches, and team managers have repeatedly experienced difficulties with account creation, login failures, and website crashes—especially close to major championships or entry deadlines. A robust, well-built website infrastructure would significantly reduce downtime and ensure a smoother registration process for everyone.*

- **Streamlining meet management:**

  In past seasons, technical issues have delayed or disrupted the registration of meets for both local and World Athletics calendars. A reliable online system for meet organizers to submit sanction requests would help prevent these setbacks and ensure Jamaica's meets are consistently included on the global schedule.

- **Fixing outdated information and forms:**

  *The site has sometimes displayed outdated entry standards or forms. Automated updates would ensure that once new information is approved, it is instantly reflected on the website, reducing confusion for athletes and coaches preparing for competition.*

3. **Enhancing Access and Public Engagement**

- **Serving all stakeholders more effectively:**

  Athletes, coaches, clubs, officials, parents, and fans rely on the JAAA for accurate and timely information. A modernized website would make it easier for everyone to access event details, schedules, results, rankings, and policy updates in one place.

- **Supporting field-event athletes:**

  *There has long been a concern that field events receive less attention than track events. A better-organized website could feature field-event results, statistics, rules, and athlete spotlights—providing the visibility these disciplines deserve and signalling stronger support for field-event athletes.*

- **Providing a modern, user-friendly experience:**

  Improved navigation, cleaner page layout, and mobile-friendly design would allow users to find what they need quickly—whether they are submitting entries, checking guidelines, or reading announcements. A polished digital presence would reflect the professionalism and excellence associated with Jamaican track & field.

**Needed enhancements for the JAAA website:**

**1. Infrastructure and performance upgrades:**

- *Scalable hosting: The website's hosting infrastructure should be cost effective and at the same time able to handle high-traffic periods, especially during championship registration and major events, to prevent downtime and slow performance.*

- **Automated system alerts:** Implement automated monitoring and alerts that notify the technical team of performance issues before they cause a full site outage.

## 2. Improved user experience (UX):

- **Predictable information flow:** Implement a standardized system to ensure that all critical information, such as meet standards and schedules, is updated in a timely and visible manner on the relevant pages.
- **Centralized dashboard for athletes:** Create a personalized dashboard for registered athletes where they can easily manage their entries, view their status, see results, and access relevant policies in one place.
- *Intuitive navigation: Enhance or at least maintain a stream ling of the website's menu and information architecture to make it easier for users to find key information, such as records, policies, and upcoming events, without excessive clicking.*

## 3. Enhanced communication and transparency:

- **Public-facing event calendar:** Offer a clear, interactive, and reliable public calendar that includes all JAAA-sanctioned meets and their World Athletics status. This would help avoid confusion, as occurred with ratification issues in 2025.
- *Automated communication: For registered users, implement automated email notifications for important updates, such as registration deadlines, changes to event schedules, or the release of results.*
- **Improved stakeholder communication:** The website could feature a dedicated section or portal for meet organizers to streamline the application and sanctioning process, building on efforts to improve technical oversight.

## 4. Strengthened functionality:

- **Integrated registration and payment:** Instead of relying on external form builders, develop a robust, integrated registration and secure payment system directly within the JAAA website to improve the process and reduce potential friction for athletes.
- **Real-time results and record tracking:** Incorporate a live results system for meets and maintain a publicly accessible, sortable database of Jamaican athletics records, both outdoor and indoor, to provide greater transparency.

## **5. Project Goals**

The end goals for this project and the enhanced website and if done well, will consider the redesign a success are:

**1. Reliable, Seamless Functionality for Athletes, Coaches, and Meet Organizers**

The website must **work flawlessly**, especially during peak periods such as Championships entries and meet sanction submissions.

Success means:

- No crashes, registration errors, or outages
- Easy, intuitive account creation and login
- Smooth online submission of entries, sanctions, and forms
- Accurate, automatically updated standards, deadlines, and documents

If stakeholders can complete critical tasks **without frustration**, the redesign is achieving its purpose.

**2. Clear, Timely, and Transparent Communication**

The website must serve as the **single trusted source** for all official information from the JAAA.

Success means:

- Policies, rules, selection criteria, and announcements are always up to date
- Public statements and clarifications are posted promptly
- Event calendars, results, and schedules are accurate and accessible
- Less misinformation and fewer disputes due to missing or outdated information

If the public consistently uses the website for reliable information, the redesign is successful.

**3. Modern, User-Friendly Experience That Elevates the JAAA's Image**

The website must reflect the professionalism and global stature of Jamaican athletics.

Success means:

- Clean, mobile-friendly design that works well on all devices
- Strong navigation so users can quickly find what they need
- Dedicated visibility for all disciplines, including field events
- A user experience on par with top national federations worldwide

If athletes, coaches, fans, and partners feel the website is **easy to use, modern, and professional**, the redesign has effectively strengthened the JAAA's brand.

**This project will be successful if the new JAAA website delivers a modern, reliable, and transparent platform that strengthens communication, improves administrative efficiency, supports athletes and coaches with accurate and timely information, and enhances public trust in the governance of Jamaican track and field.**

## 6. Audience

**Target Audience and Communications Strategy**

The redesigned JAAA website will serve as the primary digital hub for Jamaica's track and field ecosystem. The project will deliver a modern, reliable, and accessible platform that meets the needs of all stakeholders while strengthening the association's communication, governance, and public engagement.

**1. Primary and Secondary Target Audiences**

**Primary Audiences**

The following stakeholder groups rely directly on the JAAA for information, registration, administration, and compliance:

- **Athletes** (junior, senior, elite, collegiate, para-athletes)
- **Coaches and technical staff**
- **Athletics clubs and school programmes**
- **Meet organizers and event directors**
- **Team managers and administrators**

**Secondary Audiences**

These groups contribute to the broader athletics ecosystem and engage heavily with JAAA outputs:

- **Parents and guardians of athletes**
- **Schools, colleges, and universities**
- **Officials, referees, and volunteers**
- **Fans, supporters, and the general public**
- **Local and international media**

- **Corporate sponsors and partners**
- **Regional and global governing bodies (World Athletics, NACAC)**

The success of the new website depends on delivering a high-quality experience that supports all of these stakeholders.

## 2. Online Conversions and Key Digital Interactions

While the JAAA does not function as a traditional e-commerce business, the website must drive key digital conversions that directly support its operational mandate. The redesigned platform will facilitate:

- Athlete, Agent, Official, Member and club **registration and renewal**
- Championship and trials **entry submissions**
- **Meet sanction applications** and event registration
- Subscription to **email updates and announcements**
- Downloads of **official documents, rules, and forms**
- Social sharing of **results, news, and media updates**
- Submission of **contact forms and inquiries**
- Engagement from **sponsors and partnership leads**

These conversions represent successful interactions with the association and are essential to the governance and operation of Jamaica's athletics calendar.

## 3. Core Message and Brand Positioning

The JAAA's online presence must consistently communicate the following overarching message:

**Core Message**

**"The JAAA is a transparent, professional, and athlete-centred organization committed to providing timely, accurate, and trustworthy information that supports the development of Jamaican track and field."**

**Supporting Themes**

- Reliability and consistency
- Professional governance and integrity
- Accessibility and clarity of information
- National pride and global competitiveness
- Equal visibility for all disciplines, including field events

The redesigned web presence will reinforce the JAAA's role as the authoritative voice for track and field in Jamaica.

## 4. Key Problems the Website will solve for Stakeholders

The new platform will address several long-standing challenges faced by athletes, coaches, administrators, and the general public:

- **Confusion caused by outdated or incomplete information**
- **Technical failures and downtime during peak registration periods**
- **Complex or unclear meet sanction and athlete entry procedures**
- **Inconsistent communication leading to speculation and misinformation**
- **Limited visibility for field events and less-publicized disciplines**
- **Challenges faced by media and sponsors seeking timely, official content**

By resolving these issues, the website will significantly improve stakeholder experience and operational effectiveness.

## 5. Key Information Repeatedly Requested by Stakeholders

The redesigned website will be structured to address the information the JAAA must frequently clarify:

- Entry standards and qualification requirements
- Event registration deadlines and procedures
- Eligibility rules for Championships, Trials, and National Championships
- Meet sanction guidelines and necessary documentation
- Selection criteria for regional and international representation
- Links to official contact channels and department emails
- Club registration, transfer policies, and athlete movement forms
- Rules and guidelines for field and track event operations

Automating and centralizing this information will reduce administrative burden and ensure consistency.

## 6. Audience Perception and Measures of Effectiveness

The JAAA is evaluated by its stakeholders based on transparency, efficiency, fairness, and professionalism. Feedback has shown that users expect:

- Clear and timely communication

- Smooth administrative processes
- Accurate and current information
- A professional digital presence that reflects Jamaica's global standing in athletics.

The redesigned website aims to significantly improve the public's perception of the organization by delivering a modern, intuitive, and dependable online experience aligned with global standards for athletics federations.

## Target Audience and Core Messaging Strategy

The redesigned JAAA website will target a broad but clearly defined audience that relies on timely, accurate, and authoritative athletics information. The website's information architecture, content strategy, and digital services will be tailored to meet the needs of these key groups.

## 1. Primary Audiences (Customers)

The JAAA serves multiple stakeholder groups, each with distinct expectations:

- **Athletes (Junior, Senior and Elite athletes)** seeking event schedules, qualification standards, rankings, support programs, selection criteria, and performance information.
- **Coaches and Technical Staff** requiring access to rules, training opportunities, coaching certification updates, and athlete management tools.
- **Members, Clubs, Schools, and Associations** needing registration services, competition calendars, regulations, and administrative resources.
- **Parents and Guardians** seeking guidance on athlete pathways, event information, and eligibility requirements.

- **Fans and the General Public** who want news, athlete features, results, and opportunities for engagement.
- **Sponsors and Corporate Partners** requiring visibility, impact reporting, and brand-aligned promotional opportunities.
- **Media Houses and Journalists** seeking official statements, statistics, historical data, and press resources.
- **Government and Sporting Agencies** assessing compliance, governance, and national development metrics.

## 2. Conversion Goals and Online Interactions

A "conversion" on the new JAAA website includes any meaningful online action that supports the association's objectives. These include:

- ***Membership registrations and renewals***
- **Event entries and competition registrations**
- **Athlete or club updates submitted digitally**
- **Newsletter signups and subscriber growth**
- ***Downloads of forms, policies, or technical documents***
- **Sponsorship inquiries or partner contact submissions**
- ***Volunteer signups and development program applications***
- **Social sharing of JAAA news, results, or athlete achievements**

    Each conversion will be supported by intuitive user flows, clear calls to action, and frictionless digital processes.

## 3. Core Message to the Target Audience

The JAAA's overarching message is:

**"We are the trusted, authoritative, and progressive governing body for Jamaican athletics—committed to athlete development, excellence in competition, and transparent, modern governance."**

This message reinforces the JAAA as a credible, professional, and athlete-first organization.

## 4. Problems the New Website Will Solve

The redesigned web presence will address several pain points experienced by stakeholders:

- **Difficulty accessing accurate, up-to-date information** such as schedules, standards, and results.
- **Fragmented or manual processes** for athlete registration, documentation, and communication.
- **Limited visibility into athlete pathways, development programs, and opportunities.**
- **Challenges navigating complex regulations and forms.**
- **Gaps in digital communication**, leading to stakeholder confusion or misinformation.
- **Insufficient platform for promoting Jamaican athletics achievements and talent.**

The new website will streamline workflows, enhance clarity, and provide a centralized digital hub for all athletics-related needs.

**5. Information Frequently Repeated to Clients/Prospects**

Commonly repeated information that should be built into the website's messaging includes:

- Eligibility criteria for various competitions and age categories
- Athlete registration steps and required documentation
- Selection policies and qualification standards for teams and events
- Competition rules, updates, and safety guidelines
- Membership processes for individuals, clubs and associations
- Key contacts, programs, and pathways for athlete development
- Calendar updates and how event scheduling works
- Guidance for parents on supporting developing athletes

Integrating this information clearly and accessibly will reduce administrative burden and improve stakeholder satisfaction.

**6. How the JAAA Is Perceived and Evaluated**

The JAAA is primarily measured by stakeholders based on:

- **Reliability and accuracy of information**
- **Fairness, transparency, and consistency** in governance and athlete selection processes
- **Effectiveness of communication** with clubs, coaches, athletes, and the public
- **Quality of competitions and athlete development programs**
- **Responsiveness to stakeholder needs**
- **Performance and success of Jamaican athletes internationally**

A modern, well-structured digital presence will strengthen the association's reputation by demonstrating professionalism, accountability, and operational excellence.

# 7. Requirements

**Current Website and Web Presence Assessment**

The JAAA's current website and online presence serve as the primary digital touchpoint for athletes, coaches, meet organizers, and the public. While the existing platform provides basic functionality, several limitations restrict its ability to meet the needs of Jamaica's rapidly evolving athletics community.

## 1. What Works Well with the Current Online Presence

Despite its challenges, the current JAAA website offers several strengths:

- **Centralized Information Hub:**

  The site serves as a single location where visitors expect to find policies, registration information, and announcements.

- **Basic Registration and Entry Capabilities:**

  The website supports athlete and club registrations, meet sanction applications, and entry submissions for Championships and Trials—even if these systems require modernization.

- **Document Hosting:**

  Users can download essential documents such as rules, forms, and guidelines.

- **Public Visibility:**

The JAAA maintains a recognizable online presence through its website and official social media channels, which helps disseminate news and updates.

These elements provide a foundation upon which improved digital services can be built.


## 2. What We Like—and Don't Like—About the Current Website

**What Works / What We Like**

- The website provides a known point of reference for official information.
- It offers structure for registration processes and meets basic administrative needs.
- Online forms exist for athlete entries and meet sanctions, even if they require updates.


**What We Do Not Like / Key Limitations**

- **Outdated Design and User Experience:**

  The current site feels outdated, is not fully intuitive, and does not reflect the professionalism of Jamaican athletics.

- **Frequent Technical Issues:**

  The site has experienced crashes, slowdowns, and login errors—especially during peak periods such as National Championships entries.

- **Inconsistent Information Updates:**

  Entry standards, deadlines, and policies are sometimes out of date, causing confusion among athletes and coaches.

- *Navigation is Difficult:*

  *Although the website pages and menu are adjusted during key competition period to allow focus on current events, Information is not well-organized, making it hard for users to find what they need quickly*

- *Limited Support for Field Events:*

  *Many stakeholders feel the site does not give sufficient visibility to field-event information, results, or news.*

- *Integration with Other Systems:*

  *Enhance or at least maintain seamless interactions with analytics tools, email marketing, and sanction workflows.*

- **Minimal Media & Sponsor Engagement Features:**

  Press, partners, and fans should have easier access to news, results, and promotional material.

These weaknesses result in additional workload for the JAAA and recurring confusion among users.


## 3. What's Restricting Growth Online

The JAAA's ability to scale its digital presence and provide best-in-class service is currently restricted by several factors:

- **Inadequate Infrastructure:**

  Technical limitations cause reliability issues, affecting high-traffic periods.

- **Lack of Modern Automation:**

  *Processes such as updating entry standards, sanction approvals, and database management are not automated and require manual intervention. We can start with the JAAA run events i.e. JAAA Senior Championships.*

- **Outdated Information Architecture:**

  Users struggle to locate essential information, creating bottlenecks and increased support requests.

- *Weak Search Engine Optimization (SEO):*

  *Some information is difficult to find via Google, reducing the website's reach and accessibility.*

- **Limited Digital Brand Presence:**

  The design and layout do not reflect Jamaica's world-class status in track and field, reducing stakeholder engagement and sponsor appeal.

- **Insufficient Integration with social media & Email Systems:**

  Without strong integrations, communication becomes inconsistent and fragmented.

Collectively, these restrictions prevent the JAAA from offering the seamless digital experience expected of modern sporting federations.

**Desired Website and Services Overview**

The redesigned JAAA website should function as a modern, authoritative, and user-friendly digital platform that enhances communication, supports operational efficiency, and strengthens Jamaica's position as a global leader in track and field. The following outlines the desired features, service requirements, and long-term vision for the new web presence.

**1. Brand Identity**

- Development of an updated visual identity that reflects professionalism and Jamaica's global athletics legacy.
- Creation of a **style guide** including typography, colours, logo usage, and digital design standards.
- Assessment of whether a **refreshed logo** or enhanced branding elements are needed for modern consistency.

**2. Content Strategy**

- Support in developing or refining a comprehensive content strategy.

- Assistance with structuring messaging for key audiences (athletes, coaches, meet organizers, fans, sponsors).
- Guidance on tone, clarity, and consistency to ensure information remains up to date and easy to understand.

**3. Website Architecture & Navigation**

A clear, intuitive site structure organized around stakeholder needs. Potential sections include:

- **Home**
- **About the JAAA** (executives, committees, governance, policies)
- **Athlete Registration & Transfers**
- **Coach & Club Information**
- **Meet Sanctions & Event Management**
- **Championships & Trials** (entry standards, deadlines, procedures)
- **Competitions Calendar** (local, regional, WA calendar integration)
- **Results & Rankings**
- **News & Media Centre**
- **Field Events Hub** (dedicated visibility and updates)
- **Policies & Documents Library**
- **Sponsors & Partnerships**
- **Contact & Support**

The objective is to reduce confusion, increase clarity, and enable rapid access to mission-critical information.

## 4. SEO & Online Visibility

- **SEO keyword analysis** to increase visibility for athletes, coaches, and media searching for official information.
- **SEO-optimized copywriting** support, if required.
- **301 redirects** for existing URLs to preserve search rankings if the domain or link structure changes.

## 5. User Experience (UX) Testing

- Structured testing with athletes, coaches, meet organizers, and media.
- Validating assumptions and ensuring the site is intuitive on desktop and mobile.
- Feedback-driven iterations to enhance usability and reduce errors.

## 6. Homepage Interaction & User Flow

- A homepage design that guides users to key actions, such as:
  - Register athletes/renew clubs
  - Enter a championship
  - Apply for meet sanction
  - View event results

        o   Review entry standards and policies

- Feature banners for upcoming events, deadlines, and announcements.

## 7. CRM & Email Marketing Integrations

- Integration with platforms such as **Mailchimp, Constant Contact, or Salesforce**, depending on the JAAA's preferred system.
- Automated mailing lists for updates, deadlines, and official notices.

## 8. Analytics & Data Tracking

- Integration of:
    - Google Analytics
    - Google Search Console
    - Tag Manager
- Custom dashboards to track registrations, conversions, traffic patterns, and user engagement.

## 9. Lead Generation & Forms

- Multiple forms tailored to stakeholder needs, including:
    - Athlete registration
    - Club updates
    - Meet sanction applications
    - Media accreditation
    - Sponsorship inquiries
    - General contact/support forms
- Automated responses and tracking.

## 10. Social Media Integration

- Embedded social feeds (Instagram, Facebook, X) if required.
- Call-to-action features directing users to official public channels.

## 11. E-commerce Functionality (Optional)

- Capability for event ticketing, merchandise sales, or payment processing via **PayPal**, **credit card**, or **local payment systems**, if required.
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**12. Blog/News Section**

- A full-featured article and announcement platform.
- Filtering by category (events, policies, athlete highlights, field events, etc.).
- *After staff training allow easy posting for staff.*

**13. Customer Service Support**

- *Contact forms, live chat (optional), and clearly listed departmental emails.*
- Automated FAQs and guidance sections for recurring questions.

**14. Access Restriction & User Portals**

- Password-protected portals for:
  - Member clubs
  - Officials
  - Select committees and administrative users
- Secure document storage and role-based access.
- Restricted access of certain data i.e. Athletes' personal data.

**15. Additional Features**

- **Internal search engine**
- **Downloadable documents library**
- **Event calendar with reminders**
- **Photo and video galleries**
- **Slideshow/featured stories also Athlete or event spotlight features**

**16. *Security Requirements***

- *Full implementation of **SSL certificates***
- *Secure login and user management*
- *GDPR and data protection compliance*
- *Protection against bots, spam, and DDoS attacks*
- *Regular backups and secure hosting*

**17. Training & Capacity Building**

- Training sessions for JAAA staff on:

- o Content updates
- o Editing pages
- o Uploading results and documents
- o Managing user accounts
- o Using analytics dashboards

Documentation and video tutorials are recommended for sustainability.

## 18. Ongoing Maintenance & Hosting

- The proposer should provide options for hosting, monitoring, and long-term maintenance, including:
  - o Regular software updates
  - o Security updates
  - o Content management support
  - o Technical troubleshooting
  - o Performance monitoring

## 19. Additional Services Requested (Beyond Web Development)

If available, the JAAA would also consider supporting services such as:

- Social media management or campaign support
- Marketing collateral and digital graphics
- Content creation or photography/videography services
- Brand modernization consulting

# 8. Website Examples

**Benchmark Websites for Inspiration**

The following websites represent strong design, user experience, and functionality standards that the JAAA's redesigned web presence can model. Each example demonstrates elements that align with JAAA's goals for clarity, athlete-centric information delivery, dynamic content, and streamlined digital services.

**1. World Athletics – worldathletics.org**

**What we like:**

- Clean, modern visual layout with strong use of white space
- Dynamic results integration, athlete profiles, and rankings
- Clear segmentation of audiences (fans, media, athletes, federations)
- Robust event calendars and live updates
  **Relevance to JAAA:** Ideal model for athlete management integration and real-time results.

**2. Athletics Canada – athletics.ca**

**What we like:**

- Excellent balance of visuals and text, making content easy to scan
- Strong emphasis on programs, development pathways, and national team info
- Simplified navigation structure
  **Relevance to JAAA:** Good example for presenting national programmes and development initiatives clearly.

**3. USATF (USA Track & Field) – usatf.org**

**What we like:**

- Professional, brand-forward colour scheme
- Integrated membership services and governance documentation
- Strong homepage hierarchy prioritizing news and events
  **Relevance to JAAA:** Useful model for combining membership, events, and governance sections.

**4. Jamaica Olympic Association (JOA) – jamaicaolympic.org**

**What we like:**

- Stylish, patriotic design reflecting national identity
- Focus on athlete stories and national pride

- Visually engaging presentation of sports federations and athletes
  **Relevance to JAAA:** Shows how national branding and athlete storytelling can be presented cohesively.

**5. British Athletics – britishathletics.org.uk**

**What we like:**

- Clear competition calendar and easy-to-navigate structure

- Strong multimedia integration (photos, videos, athlete features)
- Effective use of brand colors and typography

    **Relevance to JAAA:** Demonstrates how to deliver high volumes of event and performance content cleanly.

## 6. Jamaica Football Federation (JFF) – jff.live

**What we like:**

- Bold visual branding and strong social media integration
- Modern homepage layout featuring news, fixtures, and athlete/team highlights

    **Relevance to JAAA:** Shows effective local federation design that prioritizes fans and updates.

## 7. FIFA – fifa.com

**What we like:**

- Excellent mobile responsiveness and navigation design
- Smooth transitions, interactive features, and structured content categories

    **Relevance to JAAA:** Useful UX model for organizing large volumes of content in an intuitive way.

## 8. World Archery – worldarchery.sport

**What we like:**

- Minimalist aesthetic with strong readability
- Athlete profile database with media-rich storytelling
- Clean, event-focused design

    **Relevance to JAAA:** Good inspiration for athlete databases and competition information.

## 9. World Triathlon – triathlon.org

**What we like:**

- Real-time results, rankings, and event tracking
- Modern visual design and responsive layouts
- User-friendly system for browsing events and programs

    **Relevance to JAAA:** Strong example for event-calendar and results integration.

## 10. NBA – nba.com

**What we like:**

- High-quality visuals, highlights, and multimedia

- Immersive fan experience with stats, schedules, and stories

  **Relevance to JAAA:** Demonstrates how high-impact media can elevate audience engagement.

## 9. Submission Instructions

Please send completed proposals in PDF format to:

**JAAAWebRFP@gmail.com**

All proposals should include the following details on company background and project estimates:

- Name, address, email, phone, website
- # of years in operation
- Top clients and when (date) they partnered
- 4-6 client references
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- # of individuals (approx.) that will work on the website project, their roles & responsibilities
- Team size, bios, years of experience for each, their role, awards/ certifications
- Any additional resources required for support (ex: sub-contractors)
- # of hours and general timeline from start to completion (approx.)
- Project management approach
- General overview of website build process end-to-end

## 10. Formal Contract

The preferred Vendor will be required to enter in to a formal contract with the JAAA.