



Request for Proposal
The Golden Globe Awards Website

Request for Proposal Details

The intent of the Request for Proposal (RFP) is to present a uniform set of criteria for the purpose of soliciting bids for maintaining the ongoing Golden Globes website and implementing design updates/new features as requested by the HFPA, with an eye towards a potential website redesign within the next 2-3 years.

The HFPA is looking to establish a strong working relationship with a small to medium Web development firm that can handle a large volume of superb quality work in a very responsive, timely, and professional manner. The firm will ensure continual day-to-day operations of the website, update the design or architecture when necessary, and participate in weekly meetings with the HFPA's Web team. Attention to detail, superior customer service, and an adherence to an agreed upon budget and timeline is essential.

In addition to the day-to-day website work, the firm will be responsible for onsite technical support during the Golden Globe Awards in January, nominations in December, and the live streaming of events throughout the year.

Background

Hollywood Foreign Press Association

The Hollywood Foreign Press Association (HFPA) is a non-profit organization, the members of which are U.S. and international journalists based in Southern California. The HFPA has approximately 90 journalist members who report on information about movies and television through their various media and news outlets throughout the world. The HFPA members attend more than 300 interviews and hundreds of movie and television screenings throughout each year. The group is known for its considerable philanthropic activities, and starting, owning, and continuing to co-produce the annual *Golden Globe Awards*, held in January each year.

The Golden Globes Website (<http://www.goldenglobes.com>)

The Golden Globes website provides information about the entertainment industry in Hollywood and serves as the official website for the HFPA and the annual Golden Globe Awards. The content for this site is created and maintained by the journalist members of the HFPA.

The daily traffic on the website fluctuates greatly depending on the time of year. The statistics below will provide an example of the traffic experienced during the peak month during the Golden Globe Awards (January) versus the traffic during the month of June.

Peak Month (January, 2019) vs. Low Month (June, 2018)

- Users: 2.5MM vs 67K
- Sessions: 3MM vs 74K
- Pageviews: 5.9MM vs 125K
- Avg. Session Duration: 01:57 vs 01:02

Peak Day (January 6, 2019) vs. Low Day (June 17, 2018)

- Users: 860K vs 2.5K
- Sessions: 1MM vs 2.6K

- Pageviews: 2.1MM vs 4.3K
- Avg. Session Duration: 02:52 vs 00:55

General

- The attached descriptions and outlines the general scope of work required for bidding purposes. It is understood that meetings may need to be held with Vendor and Client groups to refine requirements for specific work plans.
- Vendors are required to bid on the requirements as detailed in this RFP. However, if they so wish, Vendors are encouraged to offer technologies and solutions beyond those specified in this document.
- All materials, ideas, designs, code, and products created or developed during work on this project are the sole property of the HFPA. It is agreed that the copyright for any and all work related to this project will be held by the HFPA.
- Vendor may not use any materials, ideas, designs, code, or products created or developed during work on this project on any non-HFPA work.
- The existing Golden Globes website was developed by an outside agency for the HFPA. All website design, content, and code is fully owned by the HFPA and will be provided to the Vendor for use in developing and maintaining the HFPA website.
- All work done in conjunction with this RFP is considered work for hire.
- By submitting a proposal, Vendor indicates agreement with all details and other information contained in this RFP.

Components of the RFP Response

Responses to this RFP should include the following seven components:

1. Detailed pricing for the following services:
 - a. **Technical Maintenance** – Vendor will include pricing for ongoing website and server maintenance (updates, patches, backups, technical support) and a list of the services that will be performed. Pricing options should be presented for a monthly retainer as well as an hourly price for ad hoc work.
 - b. **Creative Support** – Vendor will include pricing for creative work such as manipulating images and editing videos. This will be an ongoing need for the HFPA. Pricing options should be presented for a monthly retainer as well as an hourly price for ad hoc work. In addition, vendor is expected to participate in weekly status meetings with the HFPA web team and additional meetings at the HFPA's request. These meetings can vary depending on the needs of both parties.
 - c. **New Page Development** – Vendor will include an hourly price for new page development not included in the scope of this RFP.
 - d. **Onsite Support** – Vendor will include pricing for onsite support during the annual Golden Globe Awards, nominations, and at additional events throughout the year. Support team is expected to be onsite for approximately three full days during the Golden Globes as well as one onsite day on the day of nominations.
2. Summary of your project management and customer service process and methodologies.

3. Details of your experience designing and supporting high-profile and highly-trafficked Drupal websites. Provide examples of your work and your exact role in the design, development, and customization of each website.
4. Details of your experience designing and supporting Drupal websites that are easily customizable and user-friendly for back-end content creators. Provide examples of your work and your exact role in the design, development, and customization of each website.
5. Details of how the site will maintain and even improve the excellent search engine rankings that the Golden Globes currently possesses.
6. Your company background.
7. Your key executives and the number of employees working for your company.

Key Dates/Deadlines:

- Bid Notice: All firms intending to bid on the work outlined in this RFP must send a notification of intention to bid via email to the HFPA's primary contacts by 12:00 PM PT on Friday, April 19, 2019.
- Questions: All questions related to this RFP must be submitted via email to the HFPA's primary contacts by 12:00 PM PT on Friday, April 26, 2019.
- RFP Response: All bids with supporting materials must be received via email by the HFPA's primary contacts by 12:00 PM PT on Friday, May 10, 2019.
- Finalists will be selected by May 17, 2019
- On-site presentations at the HFPA offices will occur during the week of May 27, 2019.
- Winning firm will be selected by June 7, 2019

Bidder's Expense:

Each bidder shall bear own costs and expenses incurred in preparing, submitting, and presenting bid. It being understood and agreed that the HFPA accepts no responsibility for any costs and expenses incurred by bidders in preparing, submitting, and presenting such bids.

HFPA Primary Contacts:

Michael Carter & Matt Smith
team@mhcarter.com

Award of contract:

The HFPA reserves the right to reject any and all bids. Award shall be made in accordance with the best interests of the HFPA, which in most cases shall be deemed to be the most responsible bidder that meets or exceeds specifications. The bidder understands that written notice of award will constitute acceptance of the bid offer, subject to such changes as may have been negotiated.