



REQUEST FOR QUOTES

Looking for exceptional Web Designers!

You are invited to submit a proposal that provides Kompany Family Theatre the necessary information to award a contract for the redesign of its website: kompanyfamilytheatre.com.

Proposals should be sent electronically to marcher@marcher.ca by **Friday, March 27, 2015**. Late proposals will not be accepted.

All interested designers are encouraged to submit proposals, however Kompany Family Theatre reserves the right to accept or reject any or all proposals submitted. Questions concerning this RFP should be directed to consultant Communications Archer at marcher@marcher.ca.

Kompany Family Theatre is looking for web developers that are exceptional at communicating with people that excel in their field – in our case theatre – but whom are not necessarily proficient with web development matters. We want to hire a web developer that can provide excellent and elegant solutions to issues and problems we have encountered, but that we can only articulate in lay language version 0.0.

Proposal Requirements:

All applicants should include the following in their proposal.

- A draft of at least one of the pages outlined in the site map provided below.
- A projected timeline for completion (project must be complete, tested, live and problem-free no later than Monday, June 1, 2015).
- A proposed fee.
- A link to a portfolio or digital samples of previous applicable work.
- At least three references we can contact.
- If short-listed, you will be asked to discuss your best practices based on the following documents:

<http://www.wpbeginner.com/beginners-guide/25-most-common-wordpress-mistakes-to-avoid/>

<http://code.tutsplus.com/articles/tips-for-best-practices-in-wordpress-development--cms-20649>

<http://colorlabsproject.com/tutorials/customizing-a-wordpress-theme-the-right-way/>

Contract Deliverables:

If awarded the contract, you will be expected to:

- Build the website (the site is now using WordPress version 4.1, working with our liaison and Artistic Director (please keep in mind we will not be changing our logo).
- Follow best practices in building the website (as an example: <http://code.tutsplus.com/articles/tips-for-best-practices-in-wordpress-development--cms-20649>) (Please note: Default administrator account name will be set by Kompany Theatre. It will not be 'admin' or any other easily guessed name derived from content on the website.)
- Ensure no custom or third-party plugins – all packages must be clearly supported by the regular update stream.

- Ensure no third-party themes. Custom themes must be based on a supported default theme and be easily forward compatible and fully documented. (See <http://colorlabsproject.com/tutorials/customizing-a-wordpress-theme-the-right-way/>, for example)
- In the event that the custom theme is not forward compatible with a standard update, the contractor will update the theme at their own expense if/as necessary.
- Incorporate security systems such as WordFence to ensure our website does not become compromised over time.
- Include means to facilitate booking performances, purchasing tickets in a safe, effective and easy-to-use manner.
- Introduce compatibility with our social media so they can work together in an integrated and complimentary fashion.
- Provide training period for Kompany Family Theatre representatives who will be responsible for uploading content and maintaining the security of the site.
- Provide a comprehensive manual to serve as a reference for future troubleshooting.
- Provide a six-month, as-needed, availability after the new website goes live for consultation (mostly occasional phone calls or e-mails).
- Create a complimentary layout for our Twitter account: twitter.com/kftheatre.
- Create a complimentary layout for our Facebook page: www.facebook.com/pages/Kompany-Family-Theatre.
- Create a complimentary layout for our Instagram page:
- Create a complimentary layout for our Tumblr page:

Useful Information:

The following information is meant to assist you in your design.

About Kompany Family Theatre:

Kompany Family Theatre is an Edmonton-based professional theatre company dedicated to producing quality theatre for young audiences and families, as well as the creation and development of new works. We are also the official theatre company of Prairie Gardens!

A strong history promoting the arts in Alberta:

Kompany Dance and Affiliated Artists Society was created in 1979 by Darold Roles, Ron Schuster and others, as a performance company dedicated to dance. After nearly 30 successful years promoting musical theatre in Alberta, the future of Kompany was passed to current Artistic Director Jan Taylor.

An exciting future:

In 2007 Artistic Director Jan Taylor, building on the strong foundation of K.D.A.A.S. transitioned the company to Kompany Family Theatre, focusing on a new mandate: producing quality theatre for young audiences (TYA) and families, as well as the creation and development of new works. In 2014, K.D.A.A.S. changed its official name to Kompany Theatre Artist Society or KTAS.

Kompany fulfills on this mandate by offering the following: playwriting competitions, productions and performances for children and families, commissioned works, training workshops, and school tours.

Design Points:

We recommend you visit our current website at www.kompanyfamilytheatre.com. Over time, we have encountered issues with uploading content that have damaged the look and feel of the original website design. We require a site which can be maintained, and to which content can be uploaded, easily and safely by people not necessarily familiar with WordPress or website design. We strongly value a good relationship with and meeting the expectations of our audience through our website. We want our website visitors to understand the experience and excitement our show audiences experience. Our site should prominently feature our latest events and news with redundant links to more detailed information as well as our various areas of specialization. We want a site with strong appeal to teachers, parents, children and TYA performers and playwrights, while offering a consistent design over all our social media. At the moment our home page lacks photos, which is something we would like to add. Do not base your design on our current look, with the exception of our logo, as we are looking for something entirely new. Some key adjectives that describe what we're looking for are: **playful, inviting, whimsical, simple, clean, streamlined, fun, reliable, organized, colourful, easy-to-navigate** and **unique**. We want a website that will excite our audiences, answer their questions and make them eager to visit again and again.

Please contact consultant Communications Archer at marcher@marcher.ca for a high resolution copy of our logo.

Site Map and Content Descriptions

The following is a list of all the elements we require in the website. Please keep in mind that we are completely open to any structural changes you would like to suggest that would make our website even easier to navigate.

1. Home

This first page that visitors will see when coming to the site should prominently feature our most current news and events, as well as the logos of our sponsors. It should have a colourful, but easy-on-the-eyes, graphic treatment that prominently features our most current work and creative, easy-to-navigate ways to link to the rest of the site. We also want to consider adding widgets and links to our social media including Facebook and Twitter.

2. About

Featuring the history and objectives of Kompany Family Theatre.

a. Board

Introducing visitors to the governance and administrative aspects of KFT. Needs to include links to bios and photos.

b. Volunteers

Introducing visitors to the volunteers that make it all happen. Links to bios and photos would be helpful. Ability to inquire about volunteer opportunities would be essential.

c. Staff

Introducing visitors to the people that run KFT behind the scenes. Needs to include links to bios and photos.

d. Artists

Introducing visitors to the performers and production folks that bring KFT productions to life. Needs to include links to bios and, perhaps, video examples of their work for KFT. A link to audition opportunities or artists' application form might be useful here – a call to action for visitors to bring their skills to KFT.

3. Productions

A simple page featuring KFT tours and shows with links to pages with more details on each production. Posts should automatically archive into the Past Productions page once performance dates have passed. A link to a booking page would also be useful here – a call to action for visitors to book a show for their school or venue. **Important:** Please keep in mind that the link to *In True Pirate Fashion* must be maintained and that site will remain as a separate, untouched website.

4. Past Productions

An archive of past productions with links to more information. We want this to be a lively place to visit with lots of photos and including video links. We need to offer an option to visitors encouraging them to request more information on our work from this page.

5. Playwrights

This page is intended to be an important resource for playwrights of children's theatre, alerting them to workshops, submissions and similar opportunities. A link to registration and/or application pages may well be useful, here. Again, these pages would need to be very secure.

6. Testimonials

In addition to quotes from audience members, parents, teachers, etc. on their great experiences with KFT shows, we would like to be able to cleanly feature photos and videos of audiences enjoying our performances on this page. An option for website visitors to submit their comments would also be considered, but would have to be strictly monitored but in a way that could allow the administrator to easily add approved testimonials with the click of a button.

7. Bookings

The intention of this page is to move visitors to action by booking plays, workshops, events, etc. to their schools/venues. We want to make it as easy as possible for this to happen. Of course, we want this to be secure as well as straightforward and smooth to operate (e.g., no hangups on the backend of the website).

8. Support Us

The purpose of this page is to thank our supporters as well as solicit additional support from website visitors. Again, the donations option on this page needs to be secure. We have a PayPal account, the widget for which needs to be displayed prominently here.

9. Contact Us

A simple page with links to our different performances.

NOTE: This does not necessarily have to be a page, it can be incorporated into the Landing Page as an expandable menu (or similar).