



**WOMEN'S BASKETBALL COACHES ASSOCIATION**

**REQUEST FOR PROPOSAL**

**PROFESSIONAL SERVICES WITH REGARD TO  
THE DEVELOPMENT OF A FORMAL PROPOSAL  
RELATING TO THE DETERMINATION OF SITES  
FOR REGIONAL TOURNAMENTS IN THE  
NCAA DIVISION I WOMEN'S BASKETBALL CHAMPIONSHIP**

**Deadline for Submission:  
5 p.m. ET Friday, November 11, 2016**

Section 1  
**INTRODUCTION**

The Women’s Basketball Coaches Association (“WBCA”) is soliciting proposals for professional services with regard to the development of a formal proposal relating to the determination of sites for Regional Tournaments in the NCAA Division I Women’s Basketball Championship (“the Championship”). This formal proposal will be presented by the WBCA to the NCAA Division I Women’s Basketball Oversight Committee (“the Oversight Committee”), which oversees the Championship.

The WBCA requires a vendor that has:

- Demonstrated experiencing in gathering, researching and analyzing data;
- Crafting proposals that include compelling rationale based on factually accurate documentation; and
- Knowledge and experience of the National Collegiate Athletic Association and specifically the Championship.

Section 2  
**BACKGROUND**

The WBCA is the professional association for coaches of women's and girls' basketball on all levels of organized competition – scholastic and non-scholastic youth, collegiate (both two- and four-year institutions), international and professional (WNBA). We are a nonprofit 501(C)(3) corporation organized and existing under the laws of the state of Pennsylvania. Our office is located in Lilburn, Georgia, approximately 25 miles northeast of Atlanta. We currently have more than 4,000 members, which include active coaches, athletic administrators, retired coaches, former players, and fans of women's (and girls') basketball.

The WBCA offers educational resources coaches need to help make themselves better leaders, teachers and mentors to their players; provides opportunities for coaches to connect with peers in the profession; serves as the unifying voice of coaches to those organizations that control the game; and celebrates those coaches, players and other individuals who excel each year and contribute to the advancement of the sport.

Section 3  
**PROPOSAL SPECIFICATIONS**

- (1) **Overview.** This RFP is not an offer to contract. The project will be considered officially awarded when a contract is signed. Acceptance of a proposal neither commits WBCA to award a contract to any vendor (even if all requirements stated in this RFP are met) nor limits our right to negotiate in our best interest. WBCA will negotiate the terms and conditions of a contract with the vendor chosen. We reserve the right to contract with a prospective vendor for reasons other than lowest price. Failure to answer any question in this RFP may subject the proposal to disqualification. Failure to meet a qualification or requirement will not necessarily subject a proposal to disqualification.
- (2) **Valid Period of Offer.** The pricing, terms and conditions stated in your response must remain valid for at least 90 days from the date of delivery of the proposal to our organization.
- (3) **Right of Rejection.** WBCA reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more qualified vendors at the same time, if such action is in the best interest of our organization.
- (4) **Best and Final Offer.** WBCA reserves the right to request a best and final offer.
- (5) **Ownership.** WBCA has sole and exclusive ownership rights to all research, data, proposals, rational and documentation captured under this agreement.
- (6) **Cost of Proposals.** Expenses incurred in the preparation of the proposals in response to this RFP are the vendor's sole responsibility.
- (7) **Submission of Proposal.** Submit your proposal via email as a single PDF attachment not later than **5 p.m. ET Friday, November 11, 2016**, to Danielle M. Donehew at [ddonehew@wbca.org](mailto:ddonehew@wbca.org). WBCA will not consider a proposal received after this deadline. A duly authorized officer or agent of your company must sign the proposal. Proposals and accompanying documentation will not be returned. All responses will be kept in strict confidence and will not be distributed to outside parties without approval of both WBCA and the vendor – with exception to any questions that are asked during the process.
- (8) **Questions Regarding RFP.** Questions regarding this RFP should be submitted via email to Danielle M. Donehew at [ddonehew@wbca.org](mailto:ddonehew@wbca.org). The WBCA reserves the right to share any questions and answers with all vendors receiving this RFP.
- (9) **Vendor Information.** In addition to addressing the specific scope of work in Section 4 of this RFP, your proposal must also include the following information:
  - (a) **Corporation Information.** Provide your company name, physical address, mailing address (if different from the physical address), telephone number, email address, website address and date of incorporation.

- (b) **Corporate History and Values.** Provide a brief history of your business. Touch on your core values.
- (c) **Project Manager(s) and Team(s).** Provide the name, phone number(s) and email address of the individual who will serve as project manager for the project. A brief synopsis of their professional experience should also be included.
- (d) **Sub-Contractors.** You must disclose in the proposal if your company will sub-contract any of the work. Identify the sub-contractors and define the work they will perform. The WBCA will not reject a proposal because you will use sub-contractors; however, we retain the right to refuse any sub-contractor you select.
- (e) **Qualifications.** You must describe in your proposal and demonstrate, at a minimum, the following:
1. Experience in gathering, researching and analyzing data.
  2. Crafting proposals that include compelling rationale based on factually accurate documentation.
  3. Knowledge and experience of the National Collegiate Athletic Association and specifically the Championship.
- (f) **Insurance.** State that you are willing and able to provide a certificate of insurance evidencing the following:
- General liability with a limit of \$1 million (\$1,000,000.00) each occurrence/\$2 million (\$2,000,000.00) aggregate;
  - Automobile liability with a \$1 million (\$1,000,000.00) limit of liability;
  - Worker’s compensation with minimum limits of \$100,000/\$500,000/\$100,000; and
  - Errors & omissions liability with a \$1 million (\$1,000,000.00) limit of liability.

The “Description of Operations” section of the certificate should read as follows: Women’s Basketball Coaches Association is included as additional insured for general liability in conjunction with the operations of the name insured, Waiver of Subrogation is included in favor of the Certificate Holder, coverage is on a primary and non-contributory basis. The “Certificate Holder” section of the certificate should read as follows:

Women’s Basketball Coaches Association  
4646 Lawrenceville Highway  
Lilburn, GA 30047

No contract between the parties will be binding upon WBCA until the certificate of insurance is provided to and reviewed and approved by WBCA and/or its insurers.

- (g) **Other Information.** Provide any other information you deem relevant, important or of interest to WBCA.
  - (h) **Certification.** Your proposal must be signed and dated by an individual authorized to act on behalf of your company.
- (10) **Project Timeline.** It is our goal to select, conclude negotiations and execute a contract with a vendor by **Friday, November 18, 2016.**
- (11) **Pricing and Budget.** Being a nonprofit member association, WBCA will give priority consideration to proposals that are able to meet our requirements in the most cost-effective manner possible. This, however, does not mean that price will be the sole factor in selecting a vendor. The price you quote for each project must include a budget that details all fees and charges, including taxes, associated with that project. This includes, but is not limited to all necessary labor and equipment. You must explain how you calculated your quoted price. You must also explain how you will calculate and bill the WBCA for additional costs should the project go over the proposed budget. If your price excludes certain fees or charges, you must list and explain the excluded fees.
- (12) **Payment Schedule.** Describe your standard payment schedule. For example, an amount you may require as a down payment or if the balance will be due when the project is completed the completed project has been delivered to WBCA.
- (13) **Format of Proposal.** You may use whatever authoring software you want for creating the proposal. However, the proposal must be delivered as a PDF via email. Please optimize the PDF so that the file size is manageable. In addition, please follow the following format specifications:
- Page size – 8.5 x 11 inches (vertical or horizontal)
  - Font size – No smaller than 11 points
  - Graphics – Optimized for quick page loading on the PDF
  - URLs – Active links within the PDF
- (14) **Evaluation of Proposal.** Proposals that meet the mandatory requirements, as stated in this RFP, will be evaluated with the following criteria:
- Suitability of the Proposal – The proposed solution meets the needs and criteria set forth in this RFP.

- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake these projects.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the vendor.
- Depth and Breadth of Staff – The vendor has appropriate staff to complete the project in the timeframe needed.
- Presentation – The proposal presents the information in a clear, logical manner and is well organized.

Section 4  
**SCOPE OF WORK**

1. **Background.** The Oversight Committee is currently studying the format of the Championship. The existing format provides for a 64-team field to play first- and second-round games on the home floors of the 16 top-seeded teams (four teams at each site) with the 16 second-round winners advancing to one of four Regional Tournaments played at pre-selected neutral sites (four teams at each site). The winners of each of the four Regional Tournaments then advance to the NCAA Women’s Final Four, which is played at a pre-selected neutral site.

Changes to the existing format under consideration by the Oversight Committee include:

- (a) Shift the three-week Championship one week later in the year, which means the NCAA Women’s Final Four National Semifinal Games and National Championship Game would be played on the weekend of The Masters Golf Tournament.
- (b) Play 32 first-round games on the home floors of the 32 higher-seeded teams and advance the 32 winners to four eight-team “super regional” tournaments to be played at neutral sites.
- (c) Retain the existing format but relocate each Regional Tournament from a pre-selected neutral site to the home floor of the surviving higher-seeded team in that region.

NCAA Division I women’s basketball coaches have been and remain steadfastly opposed to playing Regional Tournaments on the home floors of the surviving higher-seeded teams; or, for that matter, any surviving team. The coaches believe that each of the four teams advancing to a Regional Tournament should be given a competitively equitable opportunity to win the Regional Tournament and advance to the NCAA Women’s Final Four. Competitive equity is diminished when one of the four teams playing in the Regional Tournament is allowed to host the tournament on its home floor. Consequently, the WBCA Board of Directors (“the WBCA Board”) has taken a formal position in support of retaining “neutral regionals” regardless of any other changes that may be made to the Championship format.

The WBCA Board, however, is aware of the challenges presently posed by “neutral regionals,” particularly the difficulty the NCAA has in identifying prospective hosts and securing prospective facilities for these events in light of the limited revenue they generate for said hosts and facilities, as well as the limited economic impact they have on the respective communities in which they are held. Not to mention the financial loss the NCAA incurs in subsidizing the expenses of the teams participating in them. Accordingly, the WBCA Board wishes to be proactive in presenting to the Oversight Committee viable solutions that will realistically address both the preference of the coaches and the financial realities of “neutral regionals” rather than simply complaining



about and opposing a return to home floors. To this end the WBCA Board has commissioned this study.

2. **Proposal.** The vendor must create a PROPOSAL having a professional appearance that is suitable for WBCA to formally present to the Oversight Committee. Said PROPOSAL must include the following:
  - (a) Identification of not less than eight (8) municipalities that have playing facilities that are not utilized as a home floor by any NCAA Division I member institution and that also have infrastructure (hotels, restaurants, etc.) that are adequate to, and could serve as, non-campus-based neutral sites for NCAA Regional Tournaments.
  - (b) Identification of not less than eight (8) NCAA member institutions with basketball arenas/playing facilities located in municipalities with infrastructure (hotels, restaurants, etc.) that are adequate to, and could serve as, campus-based neutral sites for NCAA Regional Tournaments.
  - (c) Scenarios for how a combination of the identified campus- and non-campus-based facilities might be used for the four Regional Tournaments in a given year.
  - (d) Rationale for the identification of and pertinent supporting documentation for each potential site and scenario.
  - (e) Outside-the-box solutions to the situation.
3. **Research.** In developing the PROPOSAL the vendor must gather, research and analyze all available data relevant to the procuring of sites for the Championship, which includes but is not limited to:
  - The regional site bid specifications for the Championship;
  - The history of paid women's basketball attendance for sites hosting Championship rounds in previous years;
  - The regular-season women's basketball attendance history for select on-campus and off-campus sites;
  - The number of NCAA Division I member institutions in proximity to the potential sites and their respective women's basketball attendance histories;
  - The number of middle school, high school and non-scholastic youth girls' basketball programs in proximity to the potential sites;
  - The extent of traditional print and broadcast media coverage of college women's basketball within the communities in which the potential sites are located; and

- The visibility and engagement of the coaches of college women’s basketball programs in proximity to the potential sites.
4. **Consultation.** VENDOR will consult with the WBCA Executive Director and WBCA Executive Committee through the process.
  5. **Timeline.** VENDOR must submit a preliminary copy of the proposal by email not later than **5 p.m. ET Friday, January 6, 2017**, to:

Danielle M. Donehew  
WBCA Executive Director  
[ddonehew@wbca.org](mailto:ddonehew@wbca.org)

WBCA will review the preliminary report and provide feedback to the VENDOR not later than **5 p.m. ET Tuesday, January 10, 2017**.

The VENDOR must deliver twenty-five (25) copies of the completed proposal, printed and bound, not later than **5 p.m. ET Friday, January 13, 2016**, to:

Danielle M. Donehew, Executive Director  
WBCA  
4646 Lawrenceville Highway  
Lilburn, Georgia 30047

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