



THE GAME MANUFACTURERS ASSOCIATION

Request for Proposal (RFP): Website Design and Development

Issued by: The Game Manufacturers Association (GAMA)

GAMA.org Website Redesign: Design and development for existing GAMA website

Issue Date: Friday, August 22, 2025

Proposal Due Date: 5 p.m. ET Monday, September 22, 2025

Contact Person:

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1. Introduction

The Game Manufacturers Association (GAMA) is seeking proposals from qualified web design and development agencies or freelancers to design, develop, and implement changes to its existing website that align with its strategic goals, improve user experience, and provide modern functionality across devices.

2. About the Organization

The Game Manufacturers Association (GAMA) is the trade association representing the tabletop games industry. Our mission is to promote the general interest of all persons engaged in the buying, selling, licensing, and manufacturing of tabletop game products. GAMA provides member affinity programs such as toolkits, trade and consumer shows, education programs, and additional benefits.

- **Founded:** 1977, incorporated 1982
- **Members:** 1,760 members
- **Website:** [GAMA.org](https://gama.org)
- **Core Functions:**
 - Member engagement and communication
 - Industry advocacy and updates
 - Professional development and events
 - Member directory and benefits access

The current website does not fully meet the needs of GAMA's members or staff in terms of usability, functionality, and integration with key systems.

3. Project Goals

The objective of this project is to:

- Redesign the current website with a modern, responsive, and accessible interface.
- Improve navigation and site structure to enhance user experience.
- Ensure SEO best practices and fast loading times.
- Integrate third-party tools including, but not limited to, CRM, newsletter signup, ecommerce, LMS, forums, job board, etc.

4. Scope of Work

The selected vendor will be expected to provide the following services:

4.1 Discovery and Planning

- Sitemap and content strategy development

4.2 Design

- Wireframes and mockups for key pages
- Responsive design for mobile, tablet, and desktop

4.3 Development

- Front-end and back-end development
- Integration: Squarespace or WordPress

- Migration of selected content
- Third-party integrations

4.4 Testing and QA

- Cross-browser and cross-device testing
- Accessibility, performance, and security testing

4.5 Launch and Support

- Deployment to production environment
- Post-launch support and bug fixes for 3 months
- Hourly rate for support after 3 months
- Optional: Ongoing maintenance proposal

5. Deliverables

- Sitemap and content inventory
- Wireframes and design mockups
- Fully functional website
- CMS user documentation or training
- Analytics and SEO setup (e.g., Google Analytics, search console)
- Searchable member directory
- Store and convention locators

6. Timeline

| Milestone | Date |
|-------------------|--------------------------|
| RFP Issued | Aug. 22, 2025 |
| Proposal Deadline | 5 p.m. ET Sept. 22, 2025 |
| Vendor Selection | Sept. 26, 2025 |
| Project Kick-off | Week of Sept. 29, 2025 |

| Milestone | Date |
|----------------|------------------|
| Website Launch | December 1, 2025 |

7. Proposal Requirements

Your proposal should include the following:

- **Executive Summary**
- **Company Information**
 - Background and qualifications
 - Relevant team members
- **Relevant Experience**
 - Case studies or links to past work
 - At least 2–3 client references, including email addresses and phone numbers
- **Proposed Approach**
 - Methodology for design and development
 - CMS recommendation and rationale
- **Timeline**
 - Estimated schedule of work
- **Pricing**
 - Detailed cost breakdown (fixed or hourly)
- **Support & Maintenance**
 - 3 months post-launch support and bug fixes
 - Hourly rate for support after 3 months

8. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of project goals
- Relevant experience and portfolio

- Proposed approach and innovation
- Cost-effectiveness
- Timeline feasibility
- Client references

9. Submission Instructions

Please submit your proposal by 5 p.m. Monday, September 22, 2025, in PDF format to:

Email: EricJ.Francis@GAMA.org

Subject Line: RFP Submission – Website Design and Development – [Your Company Name]

Late submissions will not be considered.

10. Terms and Conditions

- The Game Manufacturers Association reserves the right to accept or reject any or all proposals.
- All costs incurred in the preparation of the proposal are the responsibility of the bidder.