

Request for Proposal (RFP)

for

Calisthenics Programs Partners



Stronger Together, Inc.
371 Canal St. New York, NY 10013
(929) 696-2683

A. Proposal Overview - Important Dates and Deadlines

RFP Start Date	August 19th, 2024
RFP End Date	September 19th, 2024
Vendor Selection Date	By September 30th, 2024
Award Notification Date	By September 30th, 2024
Services to Begin	October 5th, 2024

B. Mission and Vision

Stronger Together, Inc. (“Stronger Together”) is a non-profit, chartered in New York State, which seeks to empower individuals and enhance community health through the promotion of and education about calisthenics, to foster physical fitness and mental well-being.

Stronger Together is excited to partner with organizations that share our commitment to diversity, equity, and inclusion in fitness. We look forward to reviewing proposals from qualified candidates who are passionate about contributing to our mission and making a positive impact in our community.

C. Scope of Work

Stronger Together is seeking proposals to provide specialized classes and services that align with our mission to empower individuals and enhance community health through calisthenics. Our approach utilizes a hub and spoke model, creating a central hub for physical training and education that radiates out to reach diverse communities across New York City and beyond. We aim to transform traditional fitness practices into holistic experiences that improve overall physical fitness and mental well-being, bringing the benefits of calisthenics out of the gym and into everyday life.

Physical Training: Offer structured group classes focused on calisthenics and body-weight exercises. The classes should be designed to cater to various age groups, body types, and physical capabilities, with appropriate modifications provided to ensure inclusivity and accessibility for all participants.

Educational Component: Educate participants on the physical and terminological aspects of calisthenics, providing them with the knowledge and tools to integrate fitness into their daily lives.

Holistic Approach: Deliver classes that emphasize a holistic approach to health and well-being, ensuring participants experience the mental and physical benefits of calisthenics beyond the traditional gym setting.

Support Stronger Together's Mission: Promote Stronger Together's mission of empowerment and community health through innovative and engaging calisthenics programs that extend across NYC and beyond.

a. Technical Requirements

Advertising:

- Allocate a pre-negotiated portion of the budget to advertise Stronger Together-branded classes. This could include, but is not limited to: digital, print, and community outreach efforts to maximize visibility and participation.

Class Scheduling:

- Conduct classes at least **twice per week**.
- Classes will be capped at a maximum of **ten participants** to ensure personalized attention and support.

Class Planning and Standards:

- Submit a sample class plan that aligns with Stronger Together's standards.
- Maintain a **5:1 participant-to-instructor ratio** to provide individualized instruction and ensure safety.

Class Content:

- Focus on calisthenics and body-weight exercises, emphasizing strength, flexibility, and endurance.
- Include modifications in each exercise to accommodate participants of all ages, body types, and physical capabilities.
- Ensure each class has a runtime of **forty-five minutes to one hour**.

Trainer Qualifications:

- Trainers must have a minimum of two years of experience in calisthenics.
- Preference will be given to trainers with a Zef Zakaveli Certification or equivalent credentials.

D. Firm Selection Criteria/Submission Requirements

Interested vendors must provide the following information in their proposals:

- a. Trainer Information:** Detailed background and qualifications of the trainers, highlighting their experience in calisthenics and any relevant certifications.
- b. Class Plan:** A sample class plan demonstrating adherence to Stronger Together's standards, including exercise modifications and educational components.
- c. Advertising Strategy:** Outline of the advertising strategy and how the allocated budget will be utilized to promote Stronger Together-branded classes.
- d. Scheduling Proposal:** Proposed schedule for the classes, including any additional details about time slots and participant management.

E. Submission of Proposals

Please submit all application materials to contact@strongertogethernyc.org.

F. Contractual Requirements

Partner/accepted bidder agrees to comply, read and attest to the following upon award of contract:

- Conflicts of Interest Attestation
- Vendor Responsibility Form

Stronger Together shall have the right to disqualify any respondent to this RFP or terminate any contract entered into as a result of this RFP should Stronger Together determine that the Respondent has violated the above requirements.

G. Insurance Criteria

The selected Bidder will be required to provide the following insurance (at a minimum and to the extent applicable):

- General Liability Policy for Exercise/Training Studios - \$2 million/each occurrence
- General Aggregate (same policy) - \$5 Million (other than products completed operations)

H. General Provisions

Stronger Together, Inc. reserves the right to amend, modify or withdraw this RFP. Stronger Together, Inc. retains the right to revise requirements of this RFP as well as request supplemental statements, negotiate contract terms, extend funding or deadline periods from accepted bidders and cancel or reissue this RFP as/if Stronger Together, Inc. determines it to be in its best interest to do so.

I. DEI Statement

Stronger Together, Inc. is committed to fostering an inclusive environment where everyone feels respected, valued, and empowered. Our mission to empower individuals and enhance community health through the promotion of and education about calisthenics is rooted in our belief that physical fitness and mental well-being should be accessible to all, regardless of age, gender, race, ethnicity, sexual orientation, socio-economic status, or ability.

We recognize that diversity enriches our community and strengthens our ability to achieve our mission. We are dedicated to promoting equity and inclusion in all aspects of our organization, from our leadership and staff to the programs and services we provide. Our goal is to ensure that our classes and services are welcoming and accessible to individuals from all walks of life, and that we actively address barriers to participation.

As we seek firm offers to provide classes and services that further our mission, we invite proposals from organizations and individuals who share our commitment to diversity, equity, and inclusion. We are particularly interested in partners who:

- Demonstrate a strong understanding and commitment to diversity, equity, and inclusion in their work.
- Have a track record of serving diverse populations and addressing disparities in access to fitness and wellness resources.
- Propose innovative approaches to making calisthenics and related fitness programs accessible and appealing to underrepresented or marginalized communities.

Stronger Together, Inc. believes that by working together with partners who are aligned with our values, we can create a more inclusive and healthier community for everyone. We look forward to receiving proposals from diverse candidates who are eager to contribute to our mission.