

2024

National Physical Education Standards



REQUEST FOR PROPOSALS

PE Equipment Sponsor for *Implementing the New SHAPE America National Physical Education Standards Workshops*

Issue Date: April 29, 2024

Deadline to Submit: May 24, 2024

Please Submit Proposals to:

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Statement of Need

SHAPE America's National Physical Education Standards (NPES) define what a student should know and be able to do as result of a highly effective physical education program. States and local districts across the country use the NPES to develop or revise existing standards, frameworks and curricula.

The [new National Physical Education Standards](#) – released in March 2024 after a [multi-year revision process](#) – provide a comprehensive framework for educators to deliver high-quality instruction and make a positive difference in the health and well-being of every student.

With the release of the new NPES, SHAPE America will be offering [exclusive professional development opportunities](#) for teachers across the country. These offerings will include half- and full-day interactive workshops. To ensure that workshop leaders and participants can maximize these experiences, SHAPE America is seeking a partner to serve as the **PE Equipment Sponsor for all *Implementing the New SHAPE America National Physical Education Standards Workshops*** (Workshops), beginning with the 2024 SHAPE America Summer Institute, to be held July 29-31, 2024 in Minneapolis, MN.

We seek a partner that wishes to align with the new NPES, invest in professional development through the Workshops, and is excited to help us advocate for and encourage the adoption and implementation of the Standards, at the state, local and educator level. In addition, we are seeking a partner that has capacity to provide financial and in-kind support to advance the mission of SHAPE

America and collaborate to achieve mutually desired outcomes for the selected organization. The following information provides an overview of the process SHAPE America will undertake to identify a new partner for the Workshops.

Proposal Process Outline

- Request for Proposals will be publicly solicited for a PE Equipment Sponsor for *Implementing the New SHAPE America National Standards Workshops*.
- Evaluation, qualification and award of proposals will be made in the best interest of SHAPE America and the facilitators and participants in SHAPE America’s Workshops, as determined by SHAPE America’s senior leadership team, at their sole discretion.

As noted, SHAPE America welcomes proposals from any organization aligned with our mission and which has capacity to provide the Essential Equipment for Workshops as outlined below.

Essential Equipment for Workshops

The following equipment has been identified as the essential items required to effectively facilitate the Workshops.

Equipment Item	# of Individual Items
Hula Hopps – 36” diameter	24
Pickleball Paddles	24
Vinyl Cones – 36” height	12
Small-sided easy to set up net	4
Pickleballs – Full Size	24
Soccer Balls – Size 5	18
Poly Spots	36
Half Cones	36
Rubber Rings	12
Coated Foam Balls, 6.3” diameter	18
Foam or Soft Footballs – Youth size	18
Pinnies, Blue XL	6
Pinnies, Orange XL	6

Partnership Opportunity Overview

Partnership aligned with the Workshops offers unique opportunities to support physical education teachers, administrators, schools, and school districts, while gaining valuable brand visibility opportunities.

SHAPE America seeks a partner to provide physical education equipment for use during the Workshop and Training of Trainers (ToT) that will occur during the upcoming SHAPE America Summer Institute, as well as ongoing Workshops and ToTs throughout the year (estimation of 20 Workshops for up to 50+ participants each), which may be facilitated in individual schools, by school districts, at state conferences, or at the SHAPE America National Convention & Expo. A list of requested equipment and quantities is provided in the Essential Equipment for Workshops section above.

The structure of the partnership will include an annual sponsorship fee to be mutually determined by the partner and SHAPE America, plus equipment provided (based on the Essential Equipment for Workshops listed above) for each scheduled Workshop. Partner would be responsible for setting up

an equipment request process for SHAPE America to submit orders for each Workshop, order fulfillment and shipping to the designated Workshop location(s). Post-Workshop, partner may opt to ship equipment back to their warehouse for storage until the next workshop (at the sponsor's expense); raffle equipment off to Workshop participants; donate the equipment to the hosting school or school district (if applicable); or sell the equipment to the hosting school or school district (if applicable). As part of SHAPE America's commitment to provide opportunities for schools to build capacity, our preference would be that a partner would either raffle the equipment or donate it to the hosting school or school district; however, that decision would be at the discretion of the partner.

Examples of provided brand visibility and recognition may include, but are not limited to:

- If desired, the option to provide branded equipment displaying the sponsor's logo for each scheduled Workshop.
- Verbal recognition during each scheduled Workshop for which equipment is provided.
- Opportunity to provide marketing collateral to be distributed to Workshop participants for each scheduled Workshop, which may include any special offers or discounts on the purchase of equipment.
- Opportunity to raffle, donate or sell provided equipment to the hosting school district following each scheduled Workshop.
- Acknowledgement in the Workshop Host Requirements document shared with all prospective Workshop hosts, with notation regarding the option to purchase equipment post-Workshop (if applicable)
- Opportunity to provide gift cards that may be raffled off to workshop attendees at the end of each scheduled Workshop.
- Logo acknowledgement as the PE Equipment Sponsor for the Workshops on the NPES microsite throughout the year.
- Banner Ad (1100px W x 100px H) on the NPES microsite throughout the year, including hyperlink to a URL of the sponsor's choice.
- Recognition as the PE Equipment Sponsor for the Workshops in at least three (3) emails promoting the *Implementing the New SHAPE America National Physical Education Standards Workshops*, as well as any print collateral promoting the Workshops (that is produced following execution of a signed agreement).
- Logo and hyperlink on the Partnerships page on the SHAPE America website.
- Annual SHAPE America [Professional or Premier Partnership](#) package to support additional year-round visibility.

Qualifications and Interest of Prospective Partners

Please outline your interest and unique qualifications to support the Workshops. Items to consider, include:

- How does your organization align with SHAPE America's mission?
- How does your organization align with SHAPE America's new NPES and associated Workshops?

- Explain why a partnership aligned with SHAPE America’s NPES Workshops is of interest and how your organization seeks to support and add value to the program (e.g., brand/reputation, image, equipment quality, etc.).
- Describe your organization’s intended and desired partnership strategy, including example messaging and proposed execution strategy.
- What types of metrics would your organization utilize to measure success of a partnership with SHAPE America?
- Please indicate the length of partnership term that your organization would consider (e.g., one-year, 3-year, 5-year, etc.).
- Would your organization be willing to provide financial support as part of your partnership with us? Such support would be directed to several areas, including fees paid toward Workshop facilitators, programmatic and advocacy work around the NPES and more broadly. If yes, please indicate minimum/maximum level of financial investment feasible for your organization.
- Does your organization have capacity to support the Workshops through in-kind investments of physical education equipment? Please provide a list of the equipment you are able to provide (based on the Essential Equipment for Workshops section above), including quantities and estimated value of the provided equipment.
- Please outline additional ways in which your organization may choose to support teachers that participate in the Workshops, as well as SHAPE America. Examples may include:
 - Special discount offers, raffling of provided Workshop equipment, donation of provided Workshop equipment to hosting schools or school districts, etc.
 - Highlighting SHAPE America’s NPES and associated Workshops via your organization’s communications channels (e.g., website, catalogs, social media, etc.)