



Our ref. 2026.047.ITF

REQUEST FOR PROPOSAL (RFP)

OMNICHANNEL SOCIAL MEDIA MANAGEMENT

Reference Number: ITF/RFP/2026/DIGITAL-001

Issuing Authority: International Taekwon-Do Federation (ITF)

Date of Issue: June 15, 2026

1. EXECUTIVE SUMMARY

The International Taekwon-Do Federation (ITF), led by President Paul Weiler, is launching a global search for a **Lead Digital Agency**. Our goal is to undergo a digital transformation that bridges the gap between traditional martial arts values and modern digital consumption. We are looking for a partner, not a vendor – a team that understands the "Do" in Taekwon-Do and can translate it into an engaging and prestigious global brand presence.

2. THE ITF

- **Registration and legal Site:** the ITF is a Swiss Registered Association with legal address in Lausanne, Switzerland (the Olympic Capital) and has its office in Lublin, Poland.
- **ITF Vision:** Taekwon-Do is for all
- **ITF Mission:** Following the ITF's mission „to create the best possible environment to practise Taekwon-Do by ensuring inspiration, innovation, management and high-quality support for all Taekwon-Do members, practitioners and supporters”, the ITF translates its mission to the digital world by promoting Taekwon-Do as a martial art bridging the worlds of tradition and elite competition, as well as a tool for social development and health
- **ITF Values:**
 - Accountable – we stand behind our commitment to our members.
 - Transparent – we are open with our members about what we do.
 - Reliable – we do what we say and deliver our commitments.
 - Loyal – we work for and with our members.
 - Leading – we set clear direction and develop our members.
 - Trustworthy – we value your trust and will not risk losing it.
 - Diverse – we value our broad backgrounds, skills and ideas.

While building on the values of Taekwon-Do Courtesy, Integrity, Perseverance, Self-Control, Indomitable Spirit

- **Digital Target Audience:** ITF-internal or affiliated audience (100+ member nations, thousands of clubs, elite athletes, and millions of practitioners worldwide) and ITF external audience (other martial art enthusiasts, athletes, and potential new practitioners).
- **Current characteristics of ITF channels:**
 - Facebook page with ~125k followers (@ITFTaekwonDoFederation)
 - Instagram account (@itftaekwondofederation) had 50+k followers; currently blocked and potentially lost. The community awaits a new start
 - Youtube channel (@ITFTaekwonDoFederation) with ~43k subscribers
 - LinkedIn account in planning; not active yet



3. SCOPE OF WORK

We are looking for a partner for the time until October 2027 with the option for renewal after the next elections at that time.

We require an end-to-end solution divided into three strategic pillars: (i) managing the ITF's social media ecosystem including moderation, (ii) producing of content, and (iii) and providing performance audits. The core ideas for the four pillars are listed below:

Pillar I: Strategic Ecosystem Management

- **Omnichannel Presence:** Primary management of Facebook, Instagram, YouTube, and LinkedIn including moderation of comments and direct messages (DMs) to foster a safe and respectful "DoJang" online.
- **12-Month Master Strategy:** A data-driven roadmap including persona mapping, seasonal campaign planning, and a global content calendar.
- **Tone of Voice (ToV):** Establishing a multilingual ToV that is authoritative yet inspiring, respecting the hierarchy of the martial art.

Pillar II: High-Fidelity Content Production

- **Visual Identity System:** Development of a "Digital Brand Book" for ITF's social media (typography, motion design language, color theory) based on the ITF Branding Policy (available at https://itftkd.sport/wp-content/uploads/2024/01/20240128_Branding_Policy_approved.pdf).
- **Multilingual Content:** Full copywriting and asset localization in English and Spanish

Pillar III: Growth, Analytics & Community

- **Performance Audits:** Comprehensive monthly BI (Business Intelligence) reports with actionable insights covering the various social media activities.
- **Optional:** Establishing an Influencer/Ambassador Program leveraging top ITF athletes as brand ambassadors to expand reach.

4. PARTNER QUALIFICATIONS

- **Scale:** Proven experience in managing accounts with **>50,000 highly engaged followers**.
- **Domain Expertise:** Deep understanding of ITF Taekwon-Do, e.g., key elements of the competition system including patterns, sparring, team events, breaking, etc. Proposals disregarding the martial arts context and its communication among hierarchies will be disqualified.
- **Technical Stack:** Mastery of Adobe Creative Suite, Meta Business Suite, and advanced social listening tools (e.g., Brand24, Sprout Social).
- **Linguistic Depth:** Native or near-native proficiency in English and Spanish within the core creative team.

5. KEY PERFORMANCE INDICATORS (KPIs)

The success of the partnership will be audited against jointly agreed upon KPIs. The proposal should contain suggestions for main KPIs which will be detailed and finalized at the beginning of the contract (i.e. within the first active month).



6. PROPOSAL STRUCTURE & SUBMISSION

To ensure a fair evaluation, please provide your PDF proposal with a maximum of 10 pages to the ITF Office at itfoffice@itftkd.sport. We recommend the following sections:

1. **Executive Summary:** Your agency's "Why us?".
2. **Strategic Vision:** A 3-slide "Teaser" of your strategy for ITF for 2026-2027.
3. **Creative Portfolio:** Examples of sports/martial arts campaigns (links to video/graphics).
4. **Operational Plan:** Team structure (who will be our daily contact?).
5. **Financial Proposal:** Including annual contract fee/monthly fee.

The ITF will evaluate your proposal based on **strategic vision & creativity (40%)**, **relevant experience (30%)**, **technical & linguistic competencies (10%)**, and **costs (20%)**

7. PROCUREMENT TIMELINE

- **RFP Distribution:** June 15, 2026
- **Final Proposal Submission:** July 15, 2026
- **Pitch Presentations (Shortlisted Agencies):** August 1-15, 2026
- **Contract Award:** September 1, 2026

On behalf of ITF Board of Directors,

Yours sincerely,

Tadeusz Loboda
Secretary General