



Coaching Association of Canada  
Association canadienne des entraîneurs

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**REQUEST FOR PROPOSAL: Concept development, Creative Design and Strategic Marketing and Communications Plan for the CAC's Anti-racism in Coaching eLearning module**

REQUEST FOR PROPOSAL	Campaign concept, copy and design work for marketing and communication assets, which could include advocacy resources, marketing toolkit, informational video, promotional graphics, and website design (using existing template). French and English versions of all assets required (translation provided by the CAC).
PROJECT	<b>Anti-racism in Coaching eLearning module</b>
PROJECT DEADLINES	Campaign concept development completed by: February 4, 2022  Creative design and copy for marketing assets, advocacy materials and website done by March 4, 2022  Translation of copy and English website build completed by: March 16, 2022  French website build and final marketing assets completed by: March 25, 2022
PROPOSAL SUBMISSIONS DUE	Friday, January 14, 12:00 p.m. EST

**INSTRUCTIONS TO AGENCIES**

The Coaching Association of Canada (CAC) requests proposals for concept development and creative design for the Anti-racism in Coaching eLearning module promotional campaign. The information and requirements below are designed to solicit responses from creative agencies that will translate the insights and objectives of the Anti-racism in Coaching eLearning module promotion into a dynamic, integrated, and successful creative concept, to be activated through CAC communications channels (website, social media, email) and shared with CAC Sport Partners.

**Proposal Due Date: Friday, January 14, 12:00 p.m. EST**

Please forward your proposal to:  
Evelyn Anderson, Events Manager  
Coaching Association of Canada  
C/O RA Centre, House of Sport, 2451 Riverside Dr.  
[eanderson@coach.ca](mailto:eanderson@coach.ca)

**BACKGROUND**

The Coaching Association of Canada (CAC) unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches. The CAC is a key partner to 65 National Sport Organizations (NSOs), 13 provincial and territorial coaching representatives, and various multi-sport service organizations including Own the Podium, Special Olympics Canada, and the Canadian Centre for Ethics in Sport.

The Anti-racism in Coaching eLearning module is being developed in partnership between the CAC, National Sport Organizations, and other relevant stakeholders.

The module is designed to assist sport coaches in building their knowledge of issues related to race and racism in Canada that affect coaching, expanding their understanding of how to be an anti-racist coach, and cultivating their skills in supporting racialized athletes and participants in sport. Sport coaches touch the lives of many racialized and non-racialized people in Canada, helping to nurture tomorrow's leaders in sport and many other industries. Coaches will develop their abilities to model promising practices in recognizing and intervening in overt and subtle racist incidents and systemic patterns, and to challenge racist behaviours and unexamined privilege of officials, other coaches, and athletes. Acting as an anti-racist coach will build trust among team members and skills that all people involved in sport can use within and outside of their organization.

## **PROJECT DESCRIPTION**

This eLearning module is currently scheduled to launch in May 2022. All elements of the marketing and communications campaign must be finalized by March 31, 2022.

Our objectives for the marketing and communications campaign are to raise awareness, inform the CAC's Sport Partners, and encourage completions of this new eLearning module. The target audience includes coaches, sport administrators, and officials in Canada (both racialized and non-racialized).

The CAC is seeking agency expertise in developing a creative concept for the campaign and designing the marketing collateral based on existing branding, which will include overall copy development. Marketing collateral may include promotional graphics, webpage content population (based on an existing wireframe), video production, a marketing toolkit ([example here](#)) for CAC Sport Partners to support the campaign, and education and advocacy materials aligned with the module content.

For the purposes of this RFP, we have included a list of campaign elements below which could be considered. Additional items would be identified as part of the strategy development by the selected agency.

### **Scope of agency support**

- Work with the CAC project team to develop a marketing and communications strategy for the eLearning module
- Develop a concept and core messaging for the campaign, based on the existing branding and colour scheme used to promote CAC eLearning modules
- Develop a communications plan and copy to inform the target audience, which will leverage the communications channels of the CAC and the CAC's Sport Partners
- Develop all creative elements to be used in the campaign (such as promotional graphics, social media graphics, informational videos, and education and advocacy materials)
- Identify other supporting collateral items needed to best support the campaign strategy

## **Creative concept**

- All marketing collateral and copy must be available in English and French (translation to be provided by the CAC)
- Designs are required to follow the [CAC Brand Guidelines](#) and use imagery that supports the principles of Equity, Diversity and Inclusion
- The concept must align with the existing branding style and colour scheme previously established for CAC eLearning modules
  - Example 1: [Resource document for the Leading a Return to Sport Participation eLearning module](#)
  - Example 2: [Infographic for the Safe Sport Training eLearning module](#)
  - Example 3: [Advocacy poster for the Support Through Sport eLearning module series](#)
  - Example 4: [Promotional graphic and news release shared on a CAC Sport Partner website for the Mental Health in Sport eLearning module](#)

Design work for the Anti-racism in Coaching eLearning module is outside the scope of this RFP.

## **Copywriting and Communications**

- Draft copy for all relevant marketing collateral
  - Anti-racism in Coaching webpages: landing page, eLearning module page, resources page, and FAQ page ([example 1](#) and [example 2](#))
  - Marketing toolkit to share with relevant stakeholders and Sport Partners to leverage their networks ([example here](#))
  - CAC e-newsletters, Partner Update emails, and social media platforms/accounts (FB, IN, TW, LI, YouTube)
  - Media releases
  - Educational and advocacy resources that align with the module content and can be promoted to the target audience and relevant stakeholders
  - Print materials: poster, postcard
  - Media releases
- Develop targeted messages to support different key messages across different target groups (ex. direct call to action, general awareness, advocacy etc.)
- Additional communication materials and resources as identified
- All materials to be produced in both official languages

## **Project Management**

- Coordinate communication and approvals
- Provide weekly updates
- Adhere to timelines

## **Budget**

- \$25,000 for concept development, design work, copywriting, and production as required
- CAC to cover all translation costs

## OBJECTIVES, GOALS and TARGET AUDIENCE

Primary objectives of the marketing and communications campaign:

1. Raise awareness of the Anti-racism in Coaching eLearning module within the sport community in Canada
2. Drive traffic to the Anti-racism in Coaching webpages, especially the eLearning module page
3. Incite completions of the Anti-racism in Coaching eLearning module

Target audiences:

- **Primary:** Sport coaches in Canada  
**Key Message:** Learn how to recognize and intervene in overt and subtle racist incidents. Develop the awareness to examine privilege and systemic patterns of racism. Model anti-racist behaviours and foster a culture of anti-racism within your team and your sport.
- **Secondary:** National, Provincial/Territorial, and Local sport organizations  
**Key message:** Promote anti-racism within your organization. Examine policies and practices that may uphold systemic racism or allow racist behaviour to go unchallenged.

## PROJECT TIMELINES

RFP distributed:	w/o December 13, 2021
Further discussions/presentations with agencies:	w/o December 13, 2021 and January 3, 2022
Proposal submissions due:	12:00 pm January 14, 2022
Agency selection:	w/o January 17, 2022
Project kick-off:	w/o January 17, 2022
Invoice 1 (50%) paid upon contract signing:	by January 31, 2022
Invoice 2 (50%) paid by campaign completion:	by March 31, 2022

## PROPOSAL REQUIREMENTS

Please include the following information in the proposal:

### Company Information:

- Company Name and Address
- Website
- Primary Contact (Name, Title, Phone, Email)

### Profile and Experience:

- Agency profile, structure, and description of core competencies

- Description of projects of similar size and scope where your services have been provided in the past three years, including design and copywriting samples

**Creative Approach and Timelines:**

- Overview of approach for development of creative concept and campaign strategy
- A work plan outline with timetable for key activities and confirmation of the agency's capability to meet deadlines and budget

**Costs and Services:**

- Outline of fees for services provided, addressing the method of billing for these services
- Describe the company's payment policy, including any deposits required

**References:**

- Provide two references for projects similar in size and scope to the one outlined above.

**Equity, Diversity & Inclusion**

As an organization in a diverse and multi-cultural country, the CAC embraces equity, diversity, and inclusion. We recognize that it is important to respect and reflect the diversity of experiences, perspectives and backgrounds of people in Canada and reflect that in our workplace and our projects. By leveraging Canada's diversity, we can positively impact the sport community, better develop coaches and athletes, and play an important role in Canada's continued growth and success as a sporting nation.

We seek to work with organizations that embrace the same values. Please share any information or policies that your organization has in place that encourage Equity, Diversity, and Inclusion across your administration, policies, and programs.

## PROPOSAL EVALUATION

All proposals are appreciated and those who best meet the objectives of the proposal will be selected for subsequent meeting and presentations. The following criteria will be used in evaluating RFP submissions:

### Qualifications and Experience

- The agency's strategic and insight-driven creative experience, past performance, and capacity.
- The ability to deliver an integrated campaign adding strategic value to creative design and roll out of key tactics with emphasis on measurement and analysis.

### Project understanding and proposed approach

- Level of understanding of the CAC mandate, as well as its safe sport and Responsible Coaching Movement objectives.
- Vision for bringing the project to life through unique and innovative campaign ideas.
- Ability to communicate the importance of its message effectively and positively to target audiences.

### Budget and Costs

- Estimate associated costs for fees for services to be provided.
- Costs should be inclusive of all fees (agency, creative, and production), please provide separately. There is no need to include translation costs.

### Agency and team rapport

- The strongest asset to any creative and strategic partnership is the working relationship of those involved. The agency selected will be able to build strong relationship with the marketing team and CAC partners involved with the campaign.

### Commitment to Equity, Diversity & Inclusion

- The agency's commitment to Equity, Diversity and Inclusion as an organization displayed through their policies, activities, and past projects.

## CAC KEY CONTACT DETAILS

Project:	Anti-racism in Coaching eLearning module
Client:	Coaching Association of Canada
Key Contact Person:	Evelyn Anderson Events Manager Coaching Association of Canada
Mailing Address:	c/o House of Sport, the RA Centre, 2451 Riverside Dr, ON K1H 7X7
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