



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSAL

Concept development, Creative design and Strategic communications Plan for NCCP Advanced Coaching Diploma Program

REQUEST FOR PROPOSAL	Creative concept, marketing and communication assets, and website design for new marketing toolkit for the NCCP Advanced Coaching Diploma (ACD) Program
PROJECT	Refresh brand and develop new marketing materials to drive awareness and use of the training, resources, and program information available on the CAC's website (coach.ca)
PROJECT DEADLINES	<p>Creative concept development completed by: September 30, 2022</p> <p>Marketing assets designed by: November 1, 2022</p> <p>Program materials ready on coach.ca: December 15, 2022</p> <p>Marketing campaign and digital assets launches: January 2023</p> <p>Final invoice by March 31, 2023</p>
PROPOSAL SUBMISSIONS DUE	Monday, August 8 st , 9:00am EST

INSTRUCTIONS TO AGENCIES

The Coaching Association of Canada (CAC) requests proposals for concept development and creative design for program marketing materials and webpages for the CAC's NCCP Advanced Coaching Diploma (ACD) Program. The information and requirements below are designed to solicit responses from creative agencies that will translate the insights and objectives of the NCCP ACD Program a professional, integrated, and successful creative concept, that can be further supported by NCCP partners and CAC marketing team.

Proposal Due Date: Monday, August 8st, 9:00am EST

Please forward your proposal and questions to:

Manisha Khindri
Coaching Association of Canada
C/O RA Centre, House of Sport, 2451 Riverside Dr.
Ottawa, ON K1H 7X7
mkhindri@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, Canadian Olympic Committee and Canadian Paralympic Committee.

The NCCP Advanced Coaching Diploma (ACD) is the most extensive multi-sport training program offered by the [National Coaching Certification Program](#) in Canada. Coaches holding an NCCP Advanced Coaching Diploma (ACD) are recognized as among the most qualified coaches and leaders of Canadian athletes and sport programs to compete at provincial, national, and international levels. This unique, multi-sport program is essential for coaches who seek the next step in their coaching careers.

The NCCP ACD program is currently being revised to:

- continue to ensure quality learning with NCCP alignment, current content, enhanced mentorship service
- Enhance program sustainability with reducing barriers of accessibility, cost, time
- Enhance program marketing strategy

PROJECT DESCRIPTION

Our objective for the marketing and communication component of the campaign is to develop a creative concept and collateral to support the brand development and program materials of the revised NCCP Advanced Coaching Diploma program, as well as a strategic communications and assets to roll out across the country to our key stakeholders of the NCCP ACD Program.

To support this campaign, the CAC is seeking agency expertise in the creation of the overall look and feel of the program, aligned to the [NCCP Brand Guidelines](#). This will include a revision of the name of the program, value proposition as well as the creation of marketing collateral, communication pieces, coach training materials, website landing page including layout, design and content, and other supporting resources. The agency will also be engaged to support with campaign management and internal communications to staff and stakeholders for the launch of the new program and to promote the last cohort of the current program in April 2023.

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

Strategy

- Work with the CAC staff to develop marketing and brand strategy for the revised NCCP ACD Program
- Develop concept and copy for marketing materials and website

- Identify communications / roll out plan to best reach target groups leveraging CAC's own communication channels
- Identify what supporting collateral items will be needed to best support this strategy
 - ie. Education and advocacy materials, resources for the CAC's partners to share with prospective NCCP ACD participants, COPSI stakeholders, etc.

Creative Concept Development and Copy Development

- Develop creative concept which could integrate into various platforms, such as:
 - Digital graphics (including sizes for social media, website banners and display ads)
 - Customized landing page on coach.ca
 - eNewsletters / blog post series
 - Program schedule
 - Operational manual and training materials to include ACD content-specific training guide, training slides, Coach Developer Guide, Assessment Tool, Module outlines)
 - Print materials such as postcards, infographics, one-pagers, posters, pop up banners, decals, etc.,
 - Marketing Toolkit to share these resources with relevant stakeholders
- Concept design is required to meet the [NCCP Brand Guidelines](#) use imagery that supports the Rule of Two, and incorporate Equity, Diversity and Inclusion principles throughout.

Paid Marketing Campaign

- Develop an integrated paid marketing campaign with activations taking place across digital and print medias. The national reach will leverage materials developed in multiple languages in order to reach specific target groups who haven't previously engaged with our resources.
 - Digital Display
 - Social media
 - Google Ad words
 - eNewsletters / online magazines
 - Newspaper

Webpage

- Develop customized webpage to clearly communicate the program and its value proposition, application process, and resources
- Integrate a consistent look and feel across all graphic elements

Communications

- Coordinate strategy and messaging, and approvals with key COPSI-N stakeholders to review and approve key concepts, messaging, and marketing materials to be used by all partners
- Develop communications plan using existing CAC communications channels (monthly newsletter, email to partners, website, messaging at CAC events), and roll out communications plan and share toolkit with CAC partners
- Leverage partners to use the marketing toolkit and share campaign messaging and materials directly with their stakeholders
- Develop targeted messages to support different key messages across different target groups (ex. direct call to action, general awareness, application process etc.)

- Additional communication materials and resources as identified to support sport organizations

Budget

- \$10,000 to \$15 000 to be invoiced across one fiscal year

OBJECTIVES, GOALS and TARGET AUDIENCE

Objectives of the communications campaign:

- Promote NCCP ACD Program and its value proposition to prospective coaches
- Drive awareness of the ACD Program to potential participants and coaches’ employers in all Provinces and Territories across Canada
- Promote value of NCCP ACD Program to Canadian sport community

Target demographics:

- Coaches / Coach Developers
- Athletes, parents, administrators who value having NCCP ACD graduate as coach
- High-performance athletes considering next stage after competition, future coaches

Current key messages:

- <https://coach.ca/nccp-advanced-coaching-diploma>

PROJECT TIMELINES

RFP distributed:	w/o July 11, 2022
Further discussions/presentations with agencies:	w/o August 1, 2022
Proposal submissions due:	9:00 am August 8, 2022
Agency selection:	w/o August 15, 2022
Invoice 1 paid by:	October 1, 2022
Invoice 2 paid after:	January 1, 2023
Go Live date:	January 16, 2023

PROPOSAL REQUIREMENTS

Please include the following information in 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

Creative Approach and Timelines:

- Overview of creative approach for communications plan (priority deliverable) to achieve the objectives as outlined above
- 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 of 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 encourages 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 and project 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.

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:	NCCP Advanced Coaching Diploma Program
Client:	Coaching Association of Canada
Key Contact Person:	Manisha Khindri Coordinator, Education Partnerships Coaching Association of Canada
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