



Coaching Association of Canada
Association canadienne des entraîneurs

2451, promenade Riverside
Ottawa (Ontario)
K1H 7X7

613.235.5000
Télécopieur : 613.235.9500

2451 Riverside Drive
Ottawa, Ontario
K1H 7X7

613.235.5000
Fax: 613.235.9500

REQUEST FOR PROPOSAL: Concept development, Creative Design and Strategic Communications Plan for CAC's Mental Health and Sport campaign

REQUEST FOR PROPOSAL	Creative concept, marketing and communication assets, promotional videos, paid marketing campaign, and website design for new Mental Health resource hub
PROJECT	Execute a national, promotional campaign to drive awareness and use of the training, resources, and educational information available on the robust hub for Mental Health in Sport.
PROJECT DEADLINES	<p>Creative concept development completed by: October 31, 2022</p> <p>English Marketing assets designed by: November 30, 2022</p> <p>French Marketing assets designed by: January 20, 2023</p> <p>Mental Health Hub launch: February 16, 2023</p> <p>Marketing campaign: February 2023 to March 2024</p> <p>Final invoice by March 31, 2024</p>
PROPOSAL SUBMISSIONS DUE	Sunday, September 18, 20:00 ET

INSTRUCTIONS TO AGENCIES

The Coaching Association of Canada (CAC) requests proposals for concept development and creative design for product development and launch of a Mental Health in Sport resource Hub. The information and requirements below are designed to solicit responses from creative agencies that will translate the insights and objectives of the Mental Health in Sport roll out campaign into a bold, integrated, and successful creative concept, that can be further supported by tactical media, social, and digital marketing plan.

Proposal Due Date: Sunday, September 18, 20:00 ET

Please forward your proposal to:

Andrea Johnson, Manager, Projects
Coaching Association of Canada
C/O RA Centre, House of Sport, 2451 Riverside Dr.
Ottawa, ON K1H 7X7
ajohnson@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 CAC has received funding from the Public Health Agency of Canada to update existing training and resources to support coaches in mental health literacy, and further develop an online Hub of resources, both CAC and from external organizations. The funding will allow the project to develop and distribute the Hub over the span of two years.

PROJECT DESCRIPTION

Our objective for the marketing and communications component of the campaign is to develop a creative concept and collateral to support the brand development and launch of the mental health resource hub as well as a strategic communications campaign to roll out the Hub across our impacted partners and their key stakeholders.

To support this campaign, the CAC is seeking agency expertise in the creation of the overall look and feel of the program. This will include the creation of marketing collateral, communication pieces, advocacy materials, website landing page including layout, design and content, and other supporting resources. The agency will also be engaged to support with campaign management.

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

Strategy

- Work with CAC staff to develop marketing and communications strategy
- Develop concept and copy for mental health resource hub creative elements
- Identify communications / roll out plan to best reach target groups while leveraging external channels and 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 parents, athletes 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
 - 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 [CAC Brand Guidelines](#) and use imagery that aligns with the Rule of Two and Equity, Diversity and Inclusion principles.
- Develop targeted messages to support different key messages across different target groups (ex. direct call to action, general awareness, advocacy etc.)

Promotional Videos

- Engage with athletes and coaches to develop promotional videos to be leveraged in robust social media campaign including Facebook, Instagram, YouTube, and TikTok.
 - On-site filming for minimum of 6 ambassadors
 - Film production to create longer videos (1min) in addition to short social media videos to leverage platforms such as Instagram and TikTok
 - Videos created in multiple languages

Paid Marketing Campaign

- Support the development of 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 template to clearly communicate the robust compilation of resources and information on mental health
- Integrate a consistent look and feel across all graphic elements

Budget

- \$ to be invoiced across two fiscal years (\$ per year)
 - Year 1 – April 2022 to March 2023: \$304,000 (including HST)
 - Year 2 – April 2023 to March 2024: \$259,000 (including HST)

OBJECTIVES, GOALS and TARGET AUDIENCE

Objectives of the communications campaign:

- Help coaches access resources to support their mental health literacy
- To drive awareness of the mental health resource hub across the sport system in Canada
- Reach coaches in remote communities, Indigenous communities, socioeconomically disadvantaged communities, communities of new Canadians, in schools, and in the Canadian Armed Forces

Target demographics:

- Coaches / teachers / activity leaders in sport
- Coaches/ teachers / activity leaders in marginalized populations and communities
- Coaches who are new to Canada
- Military members impacted by COVID-19 and their families

Key messages:

- Access free tools and resources to support Mental Health in Sport through the hub
- Mental Health in Sport and Leading a Return to Sport Participation are now accessible to those without internet access
- Mental Health in Sport and Leading a Return to Sport Participation are now available in 6 additional languages

PROJECT TIMELINES

RFP distributed:	w/o August 30, 2022
Further discussions/presentations with agencies:	w/o September 12, 2022
Proposal submissions due:	20:00 September 18, 2022
Agency selection:	w/o September 26, 2022
All invoices for 2022-23 (April to March)	by March 31 st 2023
All invoices for 2023-24 (April to March)	by March 31 st 2024
Go Live date:	February 16, 2023

ADDITIONAL PROJECT INFORMATION

Purpose of the Project:

Powered through our partnership of over 500 sport organizations at all levels across Canada, the Coaching Association of Canada is uniquely placed through their network, capacity, and expertise, to enhance and deliver mental health awareness and literacy training through the project. The project will engage hundreds of thousands of citizens in the communities in which they live:

- Coaches, teachers, and community sport leaders;
- the children and youth they coach, teach and lead; and
- the wider community in which they live.

As participants return to sport across Canada, coaches have a vital role to play. Their influence, observation, and personal connection in working with children and youth, place them in a critical role to support those who are experiencing poor mental health as a result of the COVID 19 pandemic. Educating coaches about mental health has been proposed as a method of improving the mental health of athletes and participants.

While well positioned to help the children and youth they are coaching in dealing with mental health issues, many coaches do not feel they have the knowledge or confidence to do so. Through the project, we will provide coaches in Canada the mental health literacy training to ensure they are comfortable and empowered to help.

Overall Project Objectives

The project will address **all three of the stated objectives of the grant**. It will do this by **leveraging our expertise and partnerships** to deliver on the following three objectives:

OBJECTIVE 1: Update content of coach mental health literacy courses to improve accessibility and increase delivery to disadvantaged audiences

Learner Persona:

The training modules and resources target the increased mental health literacy amongst coaches in all levels of sport and in all provinces and territories, in both official languages. While this will benefit all coaches who participate, we are specifically targeting coaches in marginalized and disadvantaged communities who we have not yet reached. Sport coaches are essential contributors to the pursuit of positive mental health and enhancing mental health literacy amongst sport participants.

Timelines

Funding for this project has been allocated across 2 years' time (2022-2024), with various deliverables taking place over the span of time. The primary milestones are listed below:

September 2022: Project kick-off

October 2022 – January 2023: Develop creative concept, website design, marketing assets

January 2023: Campaign assets and materials completed

February 2023-March 2024: Promotional marketing campaign

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: Mental Health and Sport Campaign
Client: Coaching Association of Canada
Key Contact Person: Andrea Johnson
Manager, Projects
Coaching Association of Canada

Mailing Address: c/o House of Sport,
RA Centre,
2451 Riverside Dr, ON
K1H 7X7

Phone: 613-235-5000 ext./poste 2391
E-mail Address: ajohnson@coach.ca
Web Address: www.coach.ca