



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSAL: Experiential Marketing Agency for CAC’s Mental Health in Sport campaign

REQUEST FOR PROPOSAL	Experiential Marketing Agency for new Mental Health in Sport campaign
PROJECT	Execute an experiential marketing campaign to drive awareness and use of the training, resources, and educational information available on the robust online hub for mental health in sport resources
PROJECT DEADLINES	<p>Creative concept development for campaign to be completed by: October 31, 2022</p> <ul style="list-style-type: none"> For reference only; to be developed by creative agency (already engaged) and project team <p>On-site Activations: January 29, 2023, to March 31, 2024</p> <p>Launch of new mental health online hub: February 16, 2023</p> <p>Final invoice by March 31, 2024</p>
PROPOSAL SUBMISSIONS DUE	Wednesday, November 16, 20:00 ET

INSTRUCTIONS TO AGENCIES

The Coaching Association of Canada (CAC) requests proposals for the design, development and execution of an experiential marketing strategy to support the launch of a mental health in sport resource hub. The information and requirements below are designed to solicit responses from agencies that will translate the insights and objectives of the mental health in sport project into a bold, integrated, and successful experiential marketing plan.

[Proposal Due Date: Wednesday, November 16, 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
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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 to update existing training and resources to support coaches in mental health literacy and further develop an online hub of resources, both developed by the CAC and from external organizations. The funding will allow for the development and promotion of the online hub until the end of March 2024.

PROJECT DESCRIPTION

Our objective for the events component of the campaign is to develop a strategy to raise awareness of the mental health resource hub at various events and engage with members of our target audience, impacted partners, and key stakeholders.

To support this campaign, the CAC is seeking agency expertise in the development of an event marketing strategy to support the launch of the hub. This will include identifying events to best reach target groups, the creation of a concept for a branded space, and recommended tactics to attract and engage with members of our target groups during events. The agency will also be responsible for managing the event set-up, tear down, coordination, and management, and be asked to coordinate with our creative agency to ensure event collateral items (ex. Signage, giveaway items, staff uniforms, etc) are aligned with the campaign creative concept.

For the purpose of this RFP, we have included a list of deliverables below which could be considered for event planning and execution. Any additional items will be identified as part of the strategy development by the selected agency.

Strategy

- Work with CAC project team to develop event marketing strategy
- Develop concept for branded space / activation
 - Concept design is required to meet [CAC Brand Guidelines](#) and use imagery that aligns with the [Rule of Two](#) and Equity, Diversity and Inclusion principles.
- Identify events and experiential marketing tactics to best reach target groups
- Identify what supporting collateral items will be needed to best support this strategy
- Work with the selected creative agency for this campaign to conceptualize and support the development of the activation design
- Identify event marketing objectives and KPIs to measure the reach and impact at various events

Event Activations

- Build out an activation space with staff on-site to engage coaches, parents and athletes at key sporting events in Canada

- Provide on-site support at events to promote education on the importance of embedding positive mental health practices and drive target groups to discover more resources on the website
- Work with CAC staff to coordinate event logistics, including but not limited to event set-up, execution and tear down, shipment of event collateral and coordinating logistics with event contacts on-site

The CAC has identified the following events thus far to promote the launch of the mental health hub to our target audience:

- Arctic Winter Games 2023 – Wood Buffalo, AB: January 29 - February 5, 2023
- Canada Winter Games 2023 - P.E.I: February 18 - March 5, 2023
- National Aboriginal Hockey Championships 2023 – Winnipeg, MB: May 7 – 13, 2023
- North American Indigenous Games 2023 – Halifax, NS (Kjipuktuk): July 15 – 23, 2023
- 2023 Canadian Armed Forces Sports Day: October 2023

Budget

- \$235,300 to be invoiced across two fiscal years
 - Year 1 – October 2022 to March 2023: \$117,700 (including HST)
 - Must include \$10,000 site fee for Canada Winter Games
 - Additional \$25,000 available for giveaway items and banners/signage
 - Year 2 – April 2023 to March 2024: \$117,600 (including HST)
 - Additional \$20,000 available for giveaway items and banners/signage

OBJECTIVES, GOALS and TARGET AUDIENCE

Objectives of on-site event activations:

- Help coaches access resources through the hub or remotely to support their mental health literacy
- To drive awareness of the mental health resource hub across the sport system in Canada
- Reach and engage with 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 leader in Indigenous communities
- Coaches/ teachers / activity leaders in marginalized populations
- Coaches who are new to Canada
- Military members and their families impacted by COVID-19

Key messages:

- Access free tools and resources to support mental health in sport through the hub
- The CAC's Mental Health in Sport and Leading a Return to Sport Participation eLearning modules are now accessible to those without internet access

- The CAC’s Mental Health in Sport and Leading a Return to Sport Participation eLearning modules are now available in 7 additional languages

PROJECT TIMELINES

RFP distributed:	w/o October 24, 2022
Further discussions/presentations with agencies:	w/o October 31, 2022
Proposal submissions due:	20:00 November 16, 2022
Agency selection:	November 23, 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
Mental Health hub launch date:	February 16, 2023

Note: given the tight timing between agency selection and the launch date of the mental health hub, the CAC is open to discussion on a reduced scope for activations in January/February 2023, but all budget allocated to the first fiscal year must be spent by March 31, 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

OBJECTIVE 2: Adapt the CAC Mental Health webpage to be an accessible, national resource hub

OBJECTIVE 3: Strategically promote and market the content and national resource hub to new and diverse audiences across Canada.

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:

October 2022 – January 2023: Design and development of marketing plan and assets

January 2023: Campaign assets and materials completed

February 16, 2023: Launch of mental health hub on coach.ca

January 29, 2023 - March 2024: on-site event activations

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 experiential marketing plan 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
- Estimated costs should include:
 - Creative ideation for the branded space and activation to be executed at identified events
 - Production and shipping of any onsite assets required
 - Staffing fees, including associated travel costs

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 event strategy & execution experience, past performance and capacity.
- The ability to identify and execute experiential events, supporting event planning and execution from beginning to end, including 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 event ideas.
- Ability to communicate the importance of its message effectively and positively.

Agency and team rapport

- The strongest asset to any event 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.
- Ability of the agency to identify event and activation opportunities to reach the project target audiences using inclusive, culturally-informed methods

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 – any translation required will be covered by the CAC.

CAC KEY CONTACT DETAILS

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