



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSAL: Strategic Communications Plan for CAC’s Mental Health and Sport campaign

REQUEST FOR PROPOSAL	Public Relations Agency for new Mental Health in Sport campaign
PROJECT	Execute a national public relations campaign to drive awareness and generate buzz by promoting the training, resources, and educational information available on the new hub for Mental Health in Sport. Create build up for the launch on Feb 16, 2023.
PROJECT DEADLINES	Strategy development completed by: December 5, 2022 Detailed Plan submission by: December 12, 2022 Assets designing and execution to begin by: January 2, 2023 Mental Health Hub launch: February 16, 2023 PR campaign: December 2022 – February 2023 Final invoice by March 31, 2024
PROPOSAL SUBMISSIONS DUE	Monday, November 14, 13:00 ET

INSTRUCTIONS TO AGENCIES

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

Proposal Due Date: Monday, November 14, 13:00 ET

Please forward your proposal to:

Arushi Phillips, Manager, Communications and Public Relations – Special Project
Coaching Association of Canada
C/O RA Centre, House of Sport, 2451 Riverside Dr.
Ottawa, ON K1H 7X7
aphillips@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 PR and communications component of the 360-degree campaign is to develop a communications strategy and collateral/copywriting to support the launch of the mental health resource hub to roll out the Hub across our impacted partners and their key stakeholders.

This is a 360-degree campaign where we have employed a marketing agency to craft the strategy and marketing collaterals for the campaign. To support this campaign, the CAC is seeking agency expertise in the creation of the positioning and publicity around the launch. This will include the creation of an innovation strategy, detailed plan of action, recommendation of communications channels, collaterals, communication pieces, advocacy materials and other supporting content. 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 the communications strategy
- The project is divided into three phases: pre-event, during the event, and post event and the PR plan needs to be aligned to the same
- Identify innovative communication ideas / roll out plan to best reach target groups while leveraging external channels and CAC's own communication channels
 - **Creative Content Development**
- Develop copy to be integrated into a variety of communication platforms
- Content development to include: event invite, pitch notes, concept notes, backgrounder, authored articles, blogs, press releases aligned with the [CAC Brand Guidelines](#)
- Use communication that aligns with the [Rule of Two](#), Equity, Diversity and Inclusion principles and the [CAC's philosophy](#)

Paid Opportunities

- Support the PR strategy with paid media opportunities across digital, electronic and print media. 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

Outcome

- Comprehensive measurement and analysis of the campaign performance with emphasis on the impact and reach

Budget

- November 2022 to March 2023: \$30,000 (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
- The Mental Health in Sport and Leading a Return to Sport Participation eLearning modules from the CAC are now accessible to those without internet access
- The 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:	13:00 November 14, 2022
Agency selection	November 21, 2022
Go Live date:	January 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: Position the CAC Mental Health webpage as 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 have not yet been reached. Sport coaches are essential contributors to the pursuit of positive mental health and enhancing mental health literacy amongst sport participants.

Please note: The PR Campaign must include communications in both English and French. All content/copy will need to be bilingual.

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

Creative Approach and Timelines:

- Overview of creative approach for communications 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

References:

- Provide two references for projects of similar 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 with an innovative communication strategy 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 – any translation required will be covered by the CAC

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 is displayed through their policies, activities, and past projects
- Ability to use inclusive, culturally informed language in all communications

CAC KEY CONTACT DETAILS

Project:	Mental Health in Sport Campaign
Client:	Coaching Association of Canada
Key Contact Person:	Arushi Phillips Manager, Communications and Public Relations – Special Project Coaching Association of Canada
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