



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSAL: Concept development, Creative Design and Strategic Communications Plan for CAC’s Community Services Recovery Fund campaign

REQUEST FOR PROPOSAL	Creative concept, marketing and communication assets, photo and video assets, influencer videos, paid marketing campaign, to support the Community Services Recovery Fund project
PROJECT	Plan, develop and execute a national, promotional campaign to drive awareness and use of mobile accessible eLearning education across target demographic groups.
PROJECT DEADLINES	<p>Deadlines listed below are recommendations and can be revised based on agencies input.</p> <p>Creative concept development completed by: March 29, 2024 Campaign Strategy developed by: March 29, 2024 Photo and video shoot finalized by: April 22, 2024 English Marketing assets designed by: May 10, 2024 French Marketing assets designed by: May 31, 2024 Marketing campaign: June 1-30, 2024 Final invoice by: June 30, 2024 (required)</p>
PROPOSAL SUBMISSIONS DUE	February 12, 2024 08:00 ET

INSTRUCTIONS TO AGENCIES

As part of funding received from the Community Services Recovery Fund (CSRF) the Coaching Association of Canada (CAC) requests proposals for strategy and concept development, creative design, and activation of a paid marketing campaign promoting coach education eLearning modules across new users. The information and requirements below are designed to solicit responses from creative agencies that will translate the insights and objectives of the project into a promotional strategy and creative concept, that can be further supported by tactical media, social, and digital marketing plan.

Proposal Due Date: 20:00 February 19, 2024

Please forward your proposal to:

Yolande Usher
Director, Marketing and Communications

Coaching Association of Canada
C/O RA Centre, House of Sport, 2451 Riverside Dr.
Ottawa, ON K1H 7X7
yusher@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 Coaching Association of Canada (CAC) is proud to announce its selection to receive funding from the Community Services Recovery Fund. The fund, part of a \$400 million investment from the Government of Canada, will strengthen the internal capacity of Community Service Organizations facing immediate and long-term impacts of the COVID-19 pandemic. The funding will empower organizations like the CAC to invest in the systems and processes essential for enhancing their organizational structures.

The CAC is directing its funding towards increasing accessibility while improving the coaching landscape throughout Canada.

The project aims to expand the CAC's reach to diverse communities across Canada. Recognizing the profound impact of COVID-19 on volunteerism in the sports sector and athlete participation, this initiative underscores the CAC's commitment to empowering coaches and athletes throughout the nation, creating a more inclusive and accessible coaching environment.

PROJECT DESCRIPTION

Our objective for the marketing and communications component of the project is to develop a strategy, creative concept and collateral to support a campaign to promote the CAC's eLearning modules, and Learning Management System, the Locker. Thanks to work completed through this program the products are now available to coaches in a mobile experience.

To support this campaign, the CAC is seeking agency expertise in the creation of the strategy, overall look and feel of the program and paid marketing tactics. This will include the creation of engaging marketing collateral, drafting communication pieces, coordination of photography and video shoot, and other resources to support the tactics identified by

the agency to allocate additional budget for paid promotion which will be overseen and executed by the selected agency.

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.

REQUIRED ELEMENTS

Strategy:

- Develop a compelling value proposition, user personas and targeted messages to support different key messages across different target groups (ex. direct call to action, general awareness, etc.)
 - Clearly communicate the unique benefits and value of the accessible eLearning modules offered by the Locker for community coaches.
 - Craft a concise and impactful message that highlights how these modules can enhance their coaching skills, improve their effectiveness, and support their professional development.
 - Tailor the strategy to target specific groups of new prospective coaches
- Work with CAC staff to develop the overall marketing and communications strategy and identify a communications and paid promotion plan to best reach target groups within the promotional budget provided, while leveraging external channels and CAC's own communication channels. Possible channels could include;
 - Community influencers
 - Email campaigns
 - Testimonial videos
 - Digital marketing campaigns
 - Additional tactics as identified by the agency

Creative Concept Development and Copy Development

- Identify what supporting collateral items will be needed to best support this strategy
- 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
 - Video testimonials, resources for community engagement, assets to support a digital campaign, infographics to share with partners etc.
 - All elements must be prepared in English and French
- 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.
- Ensure that key messages are not only created but also thoughtfully adapted for diverse audiences and various communication channels.

- Ensure proper recognition of our funders within appropriate assets as outlined through CSRF Brand Toolkit (20 days required approval period)

Photo and Video Shoot

- Coordinate and execute a photo and video shoot to collect images to support the campaign and future marketing materials
- Engage with influential participants and coaches within the target audience to develop promotional videos to be leveraged in robust social media campaign including Facebook, Instagram, YouTube, and TikTok.
- Videos created in both French and English and additional languages where identified

POSSIBLE TACTICS TO CONSIDER

Collaborate with influential community coaches:

- Identify influential coaches within the community who have a significant following or respected reputation to propose collaborations, such as influencer marketing tactics, guest posts or interviews etc.
- Leverage their reach and credibility to amplify the message about the modules and engage a broader community of coaches.

Email Campaign

- Develop targeted email campaigns to reach out to community coaches, sharing personalized testimonials and inviting them to explore the accessible eLearning modules.
- Leverage partner and other organizational email lists to access new groups within our target audience

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
 - Influencer marketing

BUDGET

- Agency payment: \$48,000 (includes photography and videography)
- Paid Promotional Campaign: TBC once agency is secured

OBJECTIVES, GOALS and TARGET AUDIENCE

Objectives of the communications campaign:

- Clearly communicate the unique benefits and value of the accessible eLearning modules offered by the Locker for community coaches.
- Highlight the value of eLearning available on a mobile device
- Craft a concise and impactful message that highlights how these modules can enhance their coaching skills, improve their effectiveness, and support their professional development.
- Enhance the diversity of coaches in Canada, leveraging insights from the CAC's CSRF Demographic Survey Report
- Foster relationships with local influencers from target communities

Target demographics:

- **Primary target:** Coaches who do not have an existing Locker account who would benefit from the accessibility features added through this project which include;
 - Updates to meet WCAG 2.1 accessibility requirements
 - Voice over audio description
 - New accessibility toggle
- **Secondary target:**
 - Prospective coaches, sport participants, and activity leaders from communities as identified in the CAC's CSRF Demographic Survey Report

Key messages (to be further refined):

- Access eLearning modules easily on your mobile device
- Free tools and resources available to begin your coaching pathway

PROJECT TIMELINES

RFP distributed:	February 5, 2024
Further discussions with agencies:	February 5- 18, 2024
Proposal submissions due:	February 19, 2024
Agency selection:	w/o February 19, 2024
Project kick-off	w/o February 26
All invoices	by June 30, 2024
Go Live date:	June 1, 2024

ADDITIONAL PROJECT INFORMATION

Through funding received by the CSRF investment, the CAC will take significant steps towards enhancing diversity, accessibility, and inclusivity in coach education.

With this funding, we are embarking on a multifaceted project aimed at elevating the coaching landscape in Canada. The overall project work includes the following:

Demographic Insights: We will delve deep into demographic data within our database and learning management system, the Locker, to gain valuable insights into the composition of the coaching community. These insights will help us align our efforts with our strategic goal of enhancing the diversity of new coaches, including new citizens to Canada.

Enhanced Accessibility: this project will drive accessibility enhancements across 12 existing eLearning modules, ensuring they meet the stringent Web Content Accessibility Guidelines (WCAG) 2.1 standards. This will enable universal access across all platforms, including mobile devices, fostering a more inclusive educational experience.

Modernized Infrastructure: We are also modernizing and optimizing the infrastructure of the Locker itself to provide an improved coach education experience. This enhancement will allow greater access to education and training for coaches nationwide.

Community Outreach: We are expanding our outreach to diverse communities across Canada, recognizing the profound impact of COVID-19 on volunteerism in the sports sector and athlete participation. We are committed to empowering coaches and athletes throughout the nation, creating a more inclusive and accessible coaching environment.

This funding reflects the confidence and support of the Government of Canada in our mission to foster resilience and adaptability among community service organizations. Together, we look forward to a brighter future for coaching in Canada.

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 (with examples of work) 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.

Proposed methodology

- Explain the structure you have in place to support the project
- Understanding of how you will ensure clear communications throughout to keep the project on track and on budget

Potential barriers

- Are there any risks or barriers to keep in mind? Timelines, office closures etc.

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:	Community Services Recovery Fund
Client:	Coaching Association of Canada
Key Contact Person:	Yolande Usher Director, Marketing and Communications Coaching Association of Canada
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