



Coaching Association of Canada  
Association canadienne des entraîneurs

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**REQUEST FOR PROPOSALS**  
**NCCP Multi-sport Revisions: NCCP Mentorship**  
**Submission Deadline: July 10, 2025**

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure professional instructional design and writing services to revise the current NCCP **Mentorship Module** coach training module for the National Coaching Certification Program (NCCP).

## **1 NCCP Mentorship Revision Project**

### **1.1 Module overview**

The current training module, which was developed in 2016, is a 7-hour in-class or online workshop that is designed to enable coaches to prepare individuals for their roles as mentors with clarity of purpose and confidence in their actions. The current workshop has the following learning outcomes:

- understand the concept of mentorship;
- understand the process of cognitive coaching;
- acquire and use communication skills required to be an effective mentor; and
- apply the 3 steps of the mentoring process.

The training is offered in both official languages, English and French.

The current coach training module includes a Coach Workbook, Learning Facilitator Guide, Reference Manual, and Presentation file.

### **1.2 Project overview and scope:**

The scope of this project includes:

- Working with the CAC and its NCCP Mentorship Revision Task Force to identify the content and design areas in need of revising and updating. This will include:

- 1 virtual meeting in early August 2025 (optional): Task Force discusses content to be updated to produce a Task Force Report. This meeting is optional for the instructional designer and for observation only. The final Task Force report will be provided to the instructional designer.
- **1-2 virtual sessions** led by the instructional designer to discuss and gather information and activity ideas to begin drafting content, learning design and materials. Follow-up meetings may be required to review draft materials (see Project Timeline below).
- Working with assigned subject matter experts to ensure the content is relevant, accurate, and referenced accordingly.
- Developing a draft of the revised in-class/online training module.
- Support 1 synchronous online delivery tests with coaches and coach developers to revise and finalize the instructional design of the module.
- Providing support to the copy editor and translator (third parties) and the CAC as needed during the finalization of the module

The successful candidate will be responsible for writing in one of the official languages (English or French), using [Canada.ca Content Style Guide](#) and adhering to the NCCP brand guidelines. The writer must be able to maintain version control of all their document revisions.

Final material will be copy edited and translated by a third-party for quality assurance. Copyright of all NCCP materials resides with the Coaching Association of Canada.

### 1.3 Project Timeline

Below are the CAC's projected 2025-26 timelines and may adjust slightly to accommodate circumstances that may arise:

RFP Deadline of submissions	July 10, 2025
Selected candidate notified	July 14, 2025
Task Force Meeting (Observation only)	~July 15-18, and August 2025
Task Force Report due to CAC	September 2025
Virtual meetings with Task Force (x2) – Interactive discussion sessions to	September 2025
Draft deadline of the materials	October 22, 2025
Task Force review period	October 25 – November 5, 2025
Instructional design test	October / November 2025
Final copy deadline	December 2025

## 2 Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **11:59 PM EST July 10, 2025**. Your proposal must include, at a minimum:

- Experience/background
- Pricing profile for all aspects of the project including consultation, writing, testing
- Hourly rate for subsequent work
- Samples of previous work; **unless previously provided to CAC**, and
- Contact information for 2 References, **unless previously provided to CAC**

All costs must be itemized to include an explanation of all fees and costs. Final contract terms and conditions will be negotiated upon selection of the successful candidate for this RFP. All contractual terms and conditions will be subject to review by the CAC and will include scope, budget, schedule, and other necessary items pertaining to the project.

## 3 Submission Process

- Access to the NCCP Mentorship training materials will be provided to those candidates who submit a letter of intent to submit a proposal. Letters of intent are to be sent to Kate Boyd: [kboyd@coach.ca](mailto:kboyd@coach.ca)
- Questions about the workshop, content and design revisions can be directed to Wayne Parro: [wparro@coach.ca](mailto:wparro@coach.ca). Deadline for questions is July 2, 2025.
- Submissions must be received before **11:59 PM, Eastern Time, July 10, 2025**, and emailed to the attention of Kate Boyd: [kboyd@coach.ca](mailto:kboyd@coach.ca).
- Elements of the proposals that will be evaluated (but not limited to), include:
  - Expertise/qualifications
  - Creative approach and direction
  - Project budget and costs
  - Ability to manage the project within timelines
- The successful candidate will be notified no later than July 14, 2025. Unsuccessful candidates will not be formally notified.

## 4 About Us

### 4.1 About the CAC

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.

### 4.2 National Coaching Certification Program

The National Coaching Certification Program (NCCP) is a competency-based coach training and certification program for more than 65 different sports and is offered in both official languages across Canada. The NCCP curriculum is designed and delivered in partnership with the Government of

Canada, 65 National Sport Organizations (NSOs), 13 Provincial/Territorial Coaching Representatives (PTCRs), and the Coaching Association of Canada.

#### **4.3 Equity, Diversity, and 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 individuals and organizations that embrace the same values. Please review our [Equity, Diversity and Inclusion Policy](#) to learn more about the CAC's commitment to providing opportunities to priority groups.

#### **4.4 CAC Contact Information**

For any questions regarding this RFP document or additional information, which will be made available to all parties to ensure a fair and transparent process, please contact:

Kate Boyd, Manager, Special Projects  
Coaching Association of Canada  
<mailto:kboyd@coach.ca>  
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