

REQUEST FOR PROPOSALS

Marketing and Creative Agency - Support Through Sport for Youth Coaches

Submission Deadline: December 19, 2025

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure a Marketing and Creative Agency for concept development, creative design and marketing campaign roll-out for the Support Through Sport for Youth Coaches project, aligning with the existing [Support Through Sport series](#). The CAC is looking for a visionary agency, who thrives on creativity, innovation and a willingness to collaborate and engage with youth coaches and sport leaders.

1. Support Through Sport for Youth Coaches: Updates and Adapting the Support Through Sport series

1.1 About the Support Through Sport for Youth Coaches Project

As part of its Preventing Gender-based Violence: The Health Perspective program, which supports Canada's Strategy to Prevent and Address Gender-based Violence, the Public Health Agency of Canada (PHAC) is providing funding to the CAC to build the capacity of coaches and other sport system stakeholders to prevent and address gender-based violence (GBV) in sport.

Coaches' influence on the lives of youth is well-documented. Coaches are in a unique position to step in and stop parts of sport culture that may contribute to unhealthy relationship behaviour. Peer-engaged mentoring programs have been implemented in various settings, including in schools, churches, and hospitals, showing benefits. With respect to youth dating violence and sexual assault prevention, peer-engaged delivery of education has been viewed as a "cutting edge" approach (Weisz & Black, 2020). Youth are thought to be more in tune with youth culture and thus can better develop rapport with those in their own communities. Further, engaging youth in mentoring for violence prevention can be empowering and provide important leadership growth.

The CAC, in partnership with the University of Toronto and the Support Through Sport for Youth Coaches Development Team, will design an educational resource tailored for youth coaches between the ages of 14 to 28 to complement the existing Support Through Sport series. This project will develop, implement and evaluate a peer-led educational resource, available in 7 languages, to assist youth coaches in recognizing,

preventing and addressing GBV and youth dating violence (YDV), and to promote healthy relationships in and through sport.

The peer-led educational resources will complement the existing Support Through Sport series, comprised of four eLearning modules and advocacy resources which will also be revised and translated into 5 new languages. The resources and tools will be shared with Canada's National Sport and Multisport Service Organizations to support efforts to address abuse, harassment and discrimination in sport.

The project will entail working collaboratively with the project team, comprised of the CAC, the content developers from the University of Toronto, and external agencies supporting the project.

For more information on the Support Through Sport for Youth Coaches Project, see Appendix A: Project Brief.

1.2 Project Scope

Our objective for the marketing and communications component of the project is to increase the accessibility to and awareness of the Support Through Sport series and engage in knowledge transfer through implementing a larger educational campaign of the revised series and tools to new and diverse audiences across Canada.

The primary audience in this project is **youth coaches aged 14 to 28** from key populations, including 2SLGBTQIA+ youth, youth with a disability or disabilities, and Black or racialized youth. Through the development and dissemination of online and offline advocacy resources, the project will reach secondary audiences including athletes and sport participants; parents, guardians and caregivers; National Sport Organizations; Provincial/Territorial Sport Organizations; officials; health care practitioners; and the general public.

The successful agency will be expected to work collaboratively with the project team, including:

- CAC's Project Manager and Marketing and Communications Manager
- Content developers (University of Toronto)
- Support Through Sport for Youth Coaches Development team (13 Youth Coaches, 3 subject matter experts, 4 sport leaders)

- CAC contracted agencies for translation, website, digital marketing, instructional design and eLearning development, and production company for promotional materials & assets

To support this campaign, the CAC is seeking agency expertise in the creation of a marketing strategy and an adapted creative approach, with the target audience of youth coaches in mind, that is aligned to the overall look and feel of the existing series branding. This will include the creation of marketing collateral, communication pieces, advocacy materials, event marketing, website copy, and other supporting resources. The agency will also be engaged to support with campaign management and reporting. The agency will be expected to engage directly with youth coaches to support their deliverables.

1.3 Deliverables

Project deliverables that should be considered in submitted proposals are shared below. Agencies are expected to outline how these elements will be incorporated, prioritized, and executed as part of their overall approach. Agencies are encouraged to propose additional deliverables and opportunities, based on their experience and expertise.

Marketing Strategy and Communications Plan

- Create a detailed strategy that outlines recommended communication channels and tactics to maximize reach and engagement
- Develop measurable KPIs that align with the project objectives
- Design a phased rollout plan that leverages CAC's owned channels and external networks to reach target audiences effectively

Creative Concept and Copy Development

- Develop adapted creative concept, based on the existing Support Through Sport brand, which could integrate into various platforms, such as:
 - Digital graphics (including sizes for social media, website banners and display ads)
 - Existing webpage 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 and templated copy with relevant stakeholders
- Develop creative elements, copy and collateral materials required to implement the strategy, such as social media graphics, educational and advocacy resources, resources for the CAC's partners to share with parents, athletes, and other sport participants
- 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 coaches to develop promotional and/or educational videos to be leveraged in robust marketing campaign including Facebook, Instagram, YouTube, and TikTok. This may include: on-site filming with youth coach ambassadors, creating long-form and short-form videos dependent on marketing strategy, developing videos in multiple languages

Paid Marketing Campaign

- Design a cohesive paid marketing strategy that complements the overall marketing plan and aligns with project objectives, with activations taking place across digital and print medias
 - Digital elements of the campaign (ex. Google Display, Facebook, Instagram, etc.) will be implemented in collaboration with the CAC's Digital Marketing Agency
 - Ensure campaign materials are available in multiple languages to engage diverse target audiences
 - Recommendations of paid media channels that best reach the target audience, which may include: eNewsletters, online publications, podcasts, traditional media
 - Align with existing campaigns, including the UN's 16 Days of Activism against Gender-Based Violence

Event Marketing

- Support the development of an event marketing strategy with activations taking place at 6 to 8 events across Canada to promote the project
- Elements of the strategy may include event identification, engaging youth coaches as ambassadors, booth design, audience engagement activities, and identification of promotional materials

Monitoring and Evaluation

- Monitoring the implementation of the marketing strategy, event strategy and communications plan to ensure alignment with the approved strategy and timelines.
- Collecting and analyzing data related to campaign performance, audience engagement, and reach across all marketing & communications channels and events.
- Evaluating the effectiveness of the communication activities and identifying areas for improvement.
- Preparing reports to be submitted to the CAC, including:
 - regular monitoring reports following key project milestones
 - event summary reports following each event activation
 - annual reports to the CAC, by March 31st each year
 - final summary report on key performance indicators (KPIs), outcomes, and lessons learned, by January 31, 2029

1.4 Project Timeline

Below are the CAC's projected 2025 to 2029 timelines and will adjust slightly to accommodate circumstances that may arise:

Activity	Timeline
RFP Deadline for submissions	December 19, 2025
Marketing and Creative Agency selected	January 9, 2026
Creative concept and marketing strategy The Marketing and Creative Agency will provide the CAC with a proposal for the creative concept and marketing strategy, following engagements and feedback from the Development Team.	April 30, 2026
Marketing assets and rollout plan developed The Marketing and Creative Agency will provide the CAC with assets and a rollout plan, following engagements and feedback from the Development Team.	April 2026 to March 2027
Full rollout of the Support Through Sport series The new Peer-led Resource and revised existing resources will be launched through a marketing campaign starting in June 2027.	June 2027
Event marketing and knowledge mobilization Promote the revised series at 6 to 8 events across Canada with the youth coaches from the Development Team as ambassadors.	June 2027 to January 2029
Monitoring and evaluation The Marketing and Creative Agency will provide the CAC with a final summary report on campaign performance, effectiveness of marketing & communication activities and lessons learned from marketing plan rollout.	June 2027 to January 2029
Minor edits and revisions The Support Through Sport series will be monitored post-launch, and any necessary minor revisions will be made as required.	June 2027 to December 2028
Delivery of all source files, assets, deliverables and final summary report	January 31, 2029

Note regarding translation: All content will be translated by a third-party organization contracted by the CAC. The copyright of all materials from the project resides with the Coaching Association of Canada.

2. Marketing and Creative Agency's Responsibilities

The successful Marketing and Creative Agency will be responsible for:

- Project management as it relates to the marketing and creative strategy, rollout plan, and monitoring and evaluation;
- Ensuring all assets meet the Accessibility for Ontarians with Disabilities Act (AODA: <https://accessontario.com/aoda/>);
- Ensuring all deliverables follow the CAC's Brand Guidelines and the Canada.ca Content Style Guide;
- Delivery of all source files and assets to the CAC.

3. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **December 19, 2025, 20:00 ET**. Your proposal must include, at a minimum:

- Experience/background, including experiences with marketing and creative design for youth audiences;
- Pricing profile for all aspects of the project;
- Hourly rate for subsequent work;
- Samples of previous work, and;
- Contact information for 2 References, unless previously provided to the CAC.

The budget range for this project is \$80,000 to \$100,000. Proposals do not have to include the following costs:

- Translation
- Purchasing branded materials
- Travel

If above listed resources are required in your proposal, please describe the resources required (for example, estimated budget needed). Your proposal must identify your recommendations for how to most effectively utilize the budget to achieve the project objectives.

All fees must be itemized to include an explanation of all fees. Contract terms and conditions will be negotiated upon selection of the winning bidder 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.

4. Deadline for Submission

Questions for the RFP will be answered until December 12, 2025. To ensure a fair and transparent process, questions and answers will be shared with all parties asked to participate in this process and those known to be interested in this process. Please direct interest and questions to Andrea Johnson at ajohnson@coach.ca.

Submissions must be received before 20:00, ET, on December 19, 2025, and emailed to the attention of Andrea Johnson at ajohnson@coach.ca.

Proposals will be evaluated during the period of December 22 to January 8 which could also include a follow-up with shortlisted candidates. Elements of the proposals that will be evaluated (but not limited to), include:

- Expertise and qualifications: Demonstrated ability to reach target audiences, experience with youth audiences, and working with sensitive topics
- Creative approach and direction: Originality and strength of proposed creative direction
- Project understanding and alignment: Alignment with project objectives and CAC Values
- Pricing: Clearly itemized and explanation of proposed budget.
- Project management abilities: Ability to manage timelines and deliverables effectively.
- Past work sample and credibility: Quality of previous work samples and relevant experience.

The selected Marketing and Creative Agency will be notified by January 9, 2026. Unsuccessful applicants will not be formally notified.

5. About the CAC

The 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.

For more information on the CAC, please see Appendix C.

Appendix A: Project Brief

Coaches influence in the lives of youth is well-documented. Coaches are in a unique position to step in and stop parts of sport culture that may contribute to unhealthy relationship behaviour. The Coaching Association of Canada developed, implemented and evaluated an educational program to assist coaches in recognizing, preventing and addressing gender-based violence and teen dating violence. The program consists of eLearning modules and advocacy resources that focus on different important issues surrounding this topic and helps to build the capacity of coaches in promoting healthy relationships in and through sport.

Support Through Sport for Youth Coaches

Engaging youth in violence prevention can be empowering and provide important leadership growth. As the research suggests, youth peer-led interventions have proven to be effective. By engaging youth coaches in adapting the education program and building capacity for upcoming coaches, we are well positioned to make significant gains in addressing gender-based violence in dating relationships and promoting and modelling healthy relationships in and through sport. The project objectives are:

1. **Enhance content:** Implement an action research initiative and work with youth coaches, and members of expert partner organizations to develop, pilot and launch a youth-driven peer intervention program using new and existing educational resources to improve accessibility and relevance to diverse youth populations and to increase support within key populations and diverse audiences.
2. **Increase accessibility:** Increase accessibility to and awareness of the educational materials to prevent, address and intervene in youth dating violence and model healthy relationships, through youth coaches, for all coaches. We will pursue this through the engagement of diverse youth in adapting existing education intervention program and advocacy resources.
3. **Knowledge transfer:** Evaluate the action research program and document evidence. Implement a larger scale intervention by strategically promoting and marketing the revised Support Through Sport educational program and tools to new and diverse audiences across Canada and highlight the trained youth coaches to increase capacity of the educational programs through the CAC network, project partners and larger sport community.

To learn more about Support Through Sport, visit www.coach.ca/supportthroughsport

Appendix B: About the CAC

The Coaching Association of Canada (CAC) educates and certifies coaches, and celebrates their achievements at all levels of sport. Through its coach education, research, and advocacy programs, the CAC unites partners and stakeholders in its commitment to raise the skills and stature of coaches, and ultimately to expand their reach and influence.

Vision and Mission

The CAC and its partners are stewards of nation-wide standards and ethics in coach education and development. We encourage everyone to express themselves in physical activity, regardless of age, gender, or ability.

Our Vision

Inspire a nation through sport.

Our Mission

Enhance the experiences of all athletes and participants in Canada through quality coaching.

Aspirational Values

We Seek to Understand

Endeavour to know our community. Listen with purpose.

We Cultivate Inclusion

Welcome diversity. Celebrate differences. Nurture a united sport family.

We Are Curious

Innovate for the future of coaching. Continue to learn and grow.

We Act with Courage

Embrace challenges. Take informed risks. Adversity makes us stronger.

We Lead and Serve with Gratitude

Act with a gracious heart. Inspired by the opportunity to shape coaching in Canada.

Learn more by visiting our website at coach.ca.