



## **REQUEST FOR PROPOSALS**

### **AI Strategy Development**

**Submission Deadline: July 31<sup>st</sup>, 2026**

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to support the development of a practical AI Strategy.

## **1 AI Strategy and roadmap**

### **1.1 About the Project**

The Coaching Association of Canada (CAC) is seeking external expertise to support the development of a practical AI Strategy aligned with the CAC’s database “The Locker”, operations, and data-driven decision-making. The CAC operates in a public funding environment requiring strong governance, privacy, and accountability.

The CAC works in partnership with more than 65 national sport organizations, along with provincial and territorial partners, to strengthen coaching across the country. Through these collaborations, CAC delivers the National Coaching Certification Program (NCCP) providing consistent, high-quality training and certification that supports safe, inclusive, and effective sport experiences at every level.

### **1.2 Project Overview**

The Coaching Association of Canada (CAC) is undertaking an initiative to develop a comprehensive and actionable Artificial Intelligence (AI) Strategy that will strengthen organizational effectiveness, enhance service delivery, support data-driven decision-making and protection of intellectual property.

This project will define a clear strategic direction for AI adoption across the organization by identifying and prioritizing high-value use cases aligned with operational needs and strategic priorities. The initiative will include the development of robust business cases that demonstrate value and align with public funding requirements, ensuring a strong foundation for investment decisions.

Finally, the project will support pilot and implementation planning, enabling CAC to validate priority use cases, demonstrate early value, and transition from strategy to execution through a clear and feasible roadmap.

### 1.3 Project Scope:

#### Phase 1 – Discovery & Readiness (September – November 2026)

- Stakeholder workshops
- Current-state assessment
- Identify AI opportunities
- Define vision and principles

Deliverable: AI Readiness & Opportunity Assessment

#### Phase 2 – Prioritization & Business Cases (November – Jan 2026)

- Prioritization framework
- Shortlist use cases
- Develop 2–3 business cases
- Align to available funding

Deliverable: Use Case Roadmap + Business Cases

#### Phase 3 - Strategy Development & Implementation Roadmap (Jan–Mar 2027)

- AI strategy
- Governance and operating model
- Implementation roadmap
- Project selection
- Define success metrics

Deliverable: AI Strategy & Implementation roadmap

#### Phase 4 - Finalization (Mar 2027)

- Executive alignment
- Approval-ready version

Deliverable: Final AI Strategy & Implementation roadmap

### 1.4 Project Timeline

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

RFP Deadline of submissions	July 31 <sup>st</sup> , 2026
Evaluation Period	Aug 1 – Aug 8, 2026
Shortlist Interviews (if required)	Aug 10 – Aug 12, 2026
Selected candidate	August 14, 2026

Project Kick-off	Late Aug 2026
Discovery	Aug–Nov 2026
Prioritization	Nov 2026 – Jan 2027
Strategy	Jan–Mar 2027
Finalization	Mar 2027

## 2 Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **July 31<sup>st</sup>, 2026**. Your proposal must include, at a minimum:

- Experience and skills;
- Pricing profile for all aspects of the project;
- Proposed approach; and
- Contact information for 2 References.

### Stage 1:

Interested vendors are invited to submit a brief initial proposal outlining their understanding of the project, a high-level approach, and indicative budget considerations. This submission will be used to identify preferred vendors for further discussion.

### Stage 2:

Shortlisted vendors identified through the initial proposal stage, will be invited to participate in a structured review process involving relevant stakeholders with goals to:

- Review and assess the vendor's proposed approach to achieving project objectives;
- Examine and validate the proposed budget, and
- Provide an opportunity for collaborative discussion to refine scope, ensure alignment with organizational priorities, and confirm feasibility prior to next steps.

Contract terms and conditions will be negotiated with 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 and Evaluation Process

- Potential applicants are encouraged to direct any inquiries regarding this RFP to the primary contact Martial Desrosiers Drainville [mddrainville@coach.ca](mailto:mddrainville@coach.ca). Please ensure all communications are submitted in accordance with the instructions outlined herein.
- Submissions must be received before **July 31<sup>st</sup> at 12pm** and emailed to [mddrainville@coach.ca](mailto:mddrainville@coach.ca) and [hr@coach.ca](mailto:hr@coach.ca).
- Elements of the proposals that will be evaluated (but not limited to), include:
  - Expertise and qualifications

- Creative approach and direction
- Project budget and costs
- Ability to manage the project within timelines
- The successful and unsuccessful candidate will be notified no later than **August 14, 2026**.

## **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 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:

Martial Desrosiers Drainville  
Executive Director, Corporate Services  
Coaching Association of Canada  
[mddrainville@coach.ca](mailto:mddrainville@coach.ca)  
613-235-5000 extension 2375