

## Request for Quotes: Marketing Firm Services

### **Background**

CAV is a not-for-profit corporation mandated by the Canadian Radio-television and Telecommunications Commission (CRTC) to design, implement, and oversee the delivery of Video Relay Service (VRS) in Canada. Canada VRS enables Deaf and hard-of-hearing individuals to connect with voice telephone users through a sign-language interpreter via video. The service, offered free of charge, currently serves more than 10,000 registered Deaf or hard-of-hearing users across Canada.

CAV is responsible for ensuring the delivery of high-quality, accessible VRS nationwide and for maintaining public communications that meet regulatory, accessibility, and compliance requirements, including CRTC direction, CASL, and bilingual and multilingual standards.

While this RFQ will be available in both English and French, English will be the primary working language for communication between CAV and the selected firm. Bilingual capacity is considered an asset.

### **Objectives and Scope of Work**

CAV is seeking quotes from qualified marketing firms to provide strategic communications and marketing support for Canada VRS.

The selected firm may be engaged to support one or more of the following areas, based on CAV's evolving needs:

#### **1. Strategic Communications Support**

- Drafting a comprehensive **Communication Plan** aligned with the objectives and strategies of the CAV's five-year strategic plan (time-sensitive)
- Drafting an **Outreach and Education Plan** (time-sensitive)
- Identifying key audiences, messaging frameworks, and communication channels
- Providing strategic advice aligned with accessibility and inclusion best practices

#### **2. Rebranding Support**

- Strategic guidance to support CAV's rebranding initiatives
- Alignment of visual identity, positioning, and messaging with CAV's evolving vision and communications strategy
- Collaboration with internal teams and external vendors, as required

#### **3. Project-by-Project Support**

- Marketing and communications support on an as-needed basis
- Creative and strategic input for specific initiatives or campaigns
- Flexibility to respond to short-notice or time-sensitive requests

Engagements may be issued in phases and are subject to CAV's priorities, timelines, and available resources.

The selected firm will work closely with CAV's Communications team to ensure that all materials and strategies are accessible, culturally informed, and aligned with the needs of Deaf, DeafBlind, and hard-of-hearing communities across Canada who use ASL, LSQ, English, and French.

### **Timeline**

Task	Date
Request for Quotes Issued	December 31, 2025
Questions Due	January 9, 2026
Responses to Questions Issued	January 16, 2026
<b>Submission Deadline</b>	<b>January 23, 2026</b>
Review and Evaluation	January 26 to 30, 2026
Notice to Selected Firm	February 2, 2026
Firm Confirmation of Acceptance	February 6, 2026
<b>Anticipated Start Date</b>	<b>February 9, 2026</b>

*\*Failure to confirm acceptance by the stated date may result in CAV selecting an alternate firm.*

### **Deliverables**

The selected firm will be expected to deliver the following, as applicable to the approved scope of work:

#### **Communication Plan**

One (1) Communication Plan document in Word format. The plan should include, at a minimum:

- Executive summary
- Communication objectives
- Key audiences
- Messaging framework
- Recommended communication channels and tactics
- High-level timeline
- Success measures
- Approximate Budget (2026–2030) to support the implementation of the communication plan

#### **Outreach and Education Plan**

One (1) Outreach and Education Plan document in Word format. The plan should include:

- Outreach and education objectives
- Target audiences
- Key messages
- Recommended strategies, tools, and materials
- Timelines and implementation considerations

#### **Rebranding Support**

Strategic guidance and supporting materials related to CAV's rebranding initiatives. This may include:

- Review and refinement of brand positioning and key messages
- Alignment of visual identity and tone with CAV's evolving vision and communications strategy

- Recommendations to support consistent brand application across platforms and materials
- High-level guidance to inform future brand development and implementation

Specific deliverables, formats, timelines, and language requirements will be defined on a project-by-project basis.

### **Project-Based Deliverables**

Additional deliverables may be requested as needed and may include written documents, presentation materials, or other strategic and creative assets. Scope, format, timelines, and language requirements will be defined per project.

Final deliverables may be required in English and/or French, depending on project needs. English will remain the primary working language.

### **Submission**

The chosen submission will take into account price and the firm's demonstrated ability to meet the requirements within the timeline.

### **Send questions and final submission to the attention of:**

Jodi Birley  
Director of Communications  
Canadian Administrator of VRS (CAV), Inc.  
[jodi@cav-acs.ca](mailto:jodi@cav-acs.ca)

### **Resources**

#### **Canada VRS Website**

English: <https://srvcanadavrs.ca/en/>  
French: <https://srvcanadavrs.ca/fr/>

### **Publications**

English: <https://srvcanadavrs.ca/en/publications/>  
French: <https://srvcanadavrs.ca/fr/publications/>

### **Telecom Regulatory Policy CRTC 2025-54**

English: <https://crtc.gc.ca/eng/archive/2025/2025-54.htm>  
French: <https://crtc.gc.ca/fra/archive/2025/2025-54.htm>

*These resources are provided for reference and background only.*

## RFQ Response Template

**RFQ Title:** Request for Quotes: Marketing Firm – [Your Company Name]

### Company Information

Company name:

Company Address:

Contact Name:

Phone Number:

Email Address:

Company website:

### Team Member(s) and Roles

Name	Role

### Qualifications and Experience

(Attach resumes of team members. List relevant experience, describe how the requirements are met, and provide a sample of completed recent work.)

### Approach to Project, Resources, and Schedule

(Describe your team's approach to each project and how you will achieve the identified objectives.)

### Cost of Services

Item	Quantity	Description	Price
Subtotal before taxes			

### Submit quote to:

Jodi Birley

Director of Communications

Canadian Administrator of VRS (CAV), Inc.

[jodi@cav-acs.ca](mailto:jodi@cav-acs.ca)

### Closing Date:

January 23, 2026

*\*Late submissions may not be considered.*