

Request for Proposals (RFP)

System Impact Report – Envisioning NB Sport 2035
Services: Assessment, Engagement, Support, Writing

General Information

- Objective: system impact report assessing progress on *Gaining Momentum Together: Envisioning NB Sport 2035* (the “Envisioning Sport Report”)
- Issuing organization: Sport New-Nouveau Brunswick
- Questions must be received by: Thursday, March 20th
- Questions to be addressed to: Cheryl MacDonald (CEO), cheryl.macdonald@sportnb.com
- Due date for proposals: Friday, March 26th, 2026.
- Proposals to be sent to Cheryl MacDonald (CEO), cheryl.macdonald@sportnb.com
- The maximum budget Sport NB is willing to commit to this project is \$30,000 CAD.

Summary

Sport New-Nouveau Brunswick (Sport NB) seeks proposals from qualified consultants, research teams, or firms to develop a System Impact Report assessing progress on *Gaining Momentum Together: Envisioning NB Sport 2035* (the “Envisioning Sport Report”).

Background

Sport NB, in collaboration with the Government of New Brunswick’s Sport and Recreation Branch (Department of Tourism, Heritage and Culture), launched the Envisioning NB Sport 2035 initiative in September 2021.

The project engaged more than 700 individuals and 25 organizations through summits, surveys, interviews, and direct engagement to build a shared, made-in-New Brunswick vision for sport to 2035. The resulting report describes: the status of New Brunswick sport systems, where they need to go, and which opportunities are required to support positive system evolution. The recommendations address system strengthening, participation growth, governance, leadership, and improved outcomes for athletes, coaches, officials, volunteers, and communities.

Released in November 2022, the Envisioning Sport Report articulated a collective vision for sport in New Brunswick and identified 60 recommendations to guide sport system change through 2035. The report recommended periodic system-level impact assessments at four-to-five-year intervals.

Purpose and Objectives

The intent of this RFP is to commission the first System Impact Report, to be completed in 2026, that is forward-looking and engagement-driven, and that:

- Assesses implementation and early impact of the 60 recommendations
- Engages diverse sport system partners and interest holders to gather perspectives on progress, challenges, and opportunities
- Aligns findings with relevant provincial and national policy directions, including:
 - Future of Sport in Canada Commission Final Report (anticipated Spring 2026)
 - Canadian Sport Policy 3.0 (2025)
 - National Strategy for Indigenous Peoples’ Participation in Sport, Physical Activity and Recreation (2025)

- New Brunswick Recreation and Sport Policy Framework (2017)
- Provides actionable insights and priority directions to guide system alignment and planning through 2030
- Supports shared accountability and learning across NB sport systems

Scope of Work

The System Impact Report is intended to provide an independent, evidence-based assessment of progress under *Gaining Momentum Together: Envisioning NB Sport 2035*. Proponents should demonstrate how objectivity, transparency, and balanced perspectives will be maintained throughout the engagement and analysis process, while working collaboratively with Sport NB and system partners.

Proposals must include a comprehensive approach addressing the following components:

- System Context Review
 - Demonstrate familiarity with NB sport systems
 - Review the Envisioning NB Sport 2035 final report and related documentation (e.g., transition, evaluation, action planning materials)
 - Review relevant national and provincial sport policy frameworks to situate findings within broader system trends
- Intervention Strategy
 - Update the evaluation framework linked to the 60 recommendations with a clear definition of system-level impact
 - Develop a data collection plan that identifies and recommends appropriate indicators and measures for assessing system-level progress, including clear accountability structures, supportive resources, and necessary tools.
 - Consider scalability for future reporting cycles (2030, 2035)
 - Methodology for partner and interest holder engagement with provincial and community sport organizations; athletes, coaches, and officials; Government and institutional partners
 - Demonstration of an inclusion strategy, which includes equity-owed groups such as: Indigenous Peoples, Acadians, and racialized groups; persons with disabilities; newcomer and immigrant communities; women and gender diverse people; 2SLGB+ individuals; and rural and remote communities
- Analysis
 - Summary of findings
 - Assessment of progress to date
 - Identification of system gaps and emerging priorities
 - Consultation with Sport NB representatives
 - Priority actions and recommendations to guide NB sport systems through 2030
- Project Outputs
 - Executive summary
 - Draft impact report

System Impact Report Timeline

- Proposal submission until Friday, March 26th, 2026
- Successful proposal identified by Monday, March 30th, 2026
- System context review, intervention and analysis complete by July 2026
- Draft impact report by early August 2026
- Project complete with board approval by late August 2026

Proposal Requirements

Proposals must not exceed 12 pages (excluding appendices) and include the following sections:

- Title page with name and contact information
- Executive summary
- Components outlined in the Scope of Work section
- Project management approach and work plan, including timeline, roles and responsibilities
- Experience and qualifications, including CVs or profiles of key personnel
- Budget and detailed all-inclusive fees
- References from a minimum of two relatable projects completed

Evaluation Criteria

While proposals will be assessed by the Sport NB President and Vice-President, the broader process will be overseen by a committee that consists of the following individuals who will help with project oversight and approvals as required to advance the process: Sport NB President, Sport NB Vice-President, Sport NB CEO, and a senior lead within the Sport and Recreation Branch, Government of New Brunswick.

Proposals will be evaluated using the following weighted criteria:

- Demonstrated understanding of objectives 20%
- Methodology and engagement approach 30%
- Experience and qualifications 25%
- Feasibility of work plan and timeline 15%
- Value for cost 10%

*Sport NB may request clarification or conduct reference checks as part of the evaluation.

Terms and Conditions

- Sport NB reserves the right to accept or reject any proposal
- Sport NB may negotiate scope, timelines, or pricing with the preferred proponent
- All materials submitted become the property of Sport NB
- Proponents are responsible for all costs associated with proposal preparation
- All information provided by Sport NB for this project must be treated as confidential