



**ONTARIO
SOCCER.**

EST. 1901

ONTARIO SOCCER PARTNERSHIP OVERVIEW





ALLOW US TO INTRODUCE ONTARIO SOCCER





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ORGANIZATIONAL VALUES

VISION

Soccer is Ontario's sport of choice.

MISSION

Lead and support the growth of soccer through innovative and sustainable programs and services.

PLAYER
CENTERED

Players are the primary focus

INCLUSIVE

Soccer welcomes all who wish to play

RESPECTFUL

Welcome collaboration and support solutions

ETHICAL

High moral principles & professional standards

COMMUNITY BUILDER

Contributes to developing healthy & responsible citizens

INTEGRITY

Benefit of the game always comes first



OUR PURPOSE

PLAY. INSPIRE. UNITE.

PLAY.

By making the beautiful game accessible, fun and meaningful for all who try it, we aim to encourage everyone to purely play (or coach, or officiate, or volunteer). Through the leadership we provide to the 650+ Districts, Clubs, and Private Academies within Ontario, we embolden all to simply start playing, keep playing, and never stopping.

INSPIRE.

As thought leaders and experts in the progression of soccer development, we also aim to inspire Ontario's best: the Players, Coaches, Match Officials, and Volunteers who aspire for more, and envision themselves as part of the evolution of soccer in Ontario.

UNITE.

All in all, the game of soccer is the common thread that links and strengthens us as one. No matter what the difference in philosophies, goals, and opinions we as the larger membership express, soccer at its purest form is a game that galvanizes us, awes us, captivates us, and bonds us together.





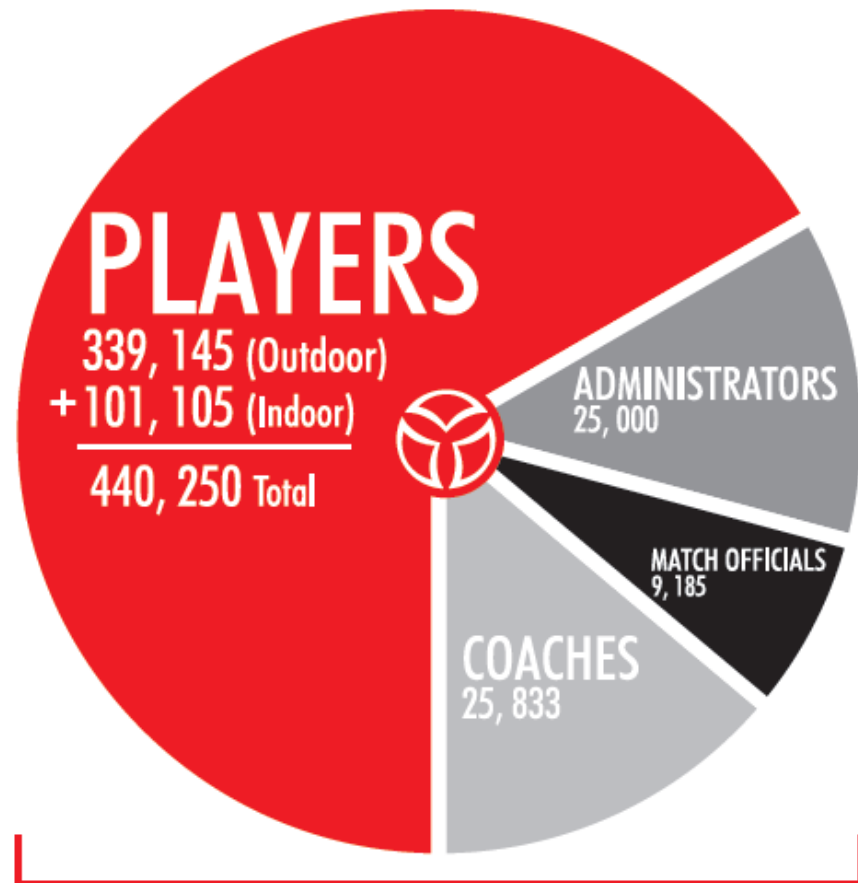
OUR MEMBERSHIP



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DEMOGRAPHICS



TOTAL PARTICIPANTS
475,268 + Administrators

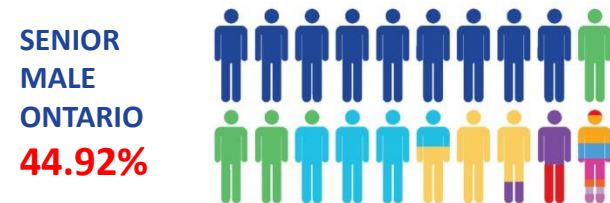
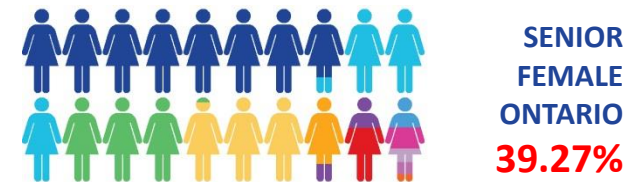
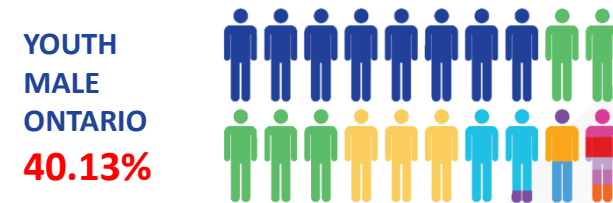
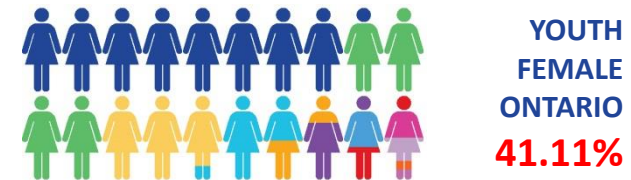
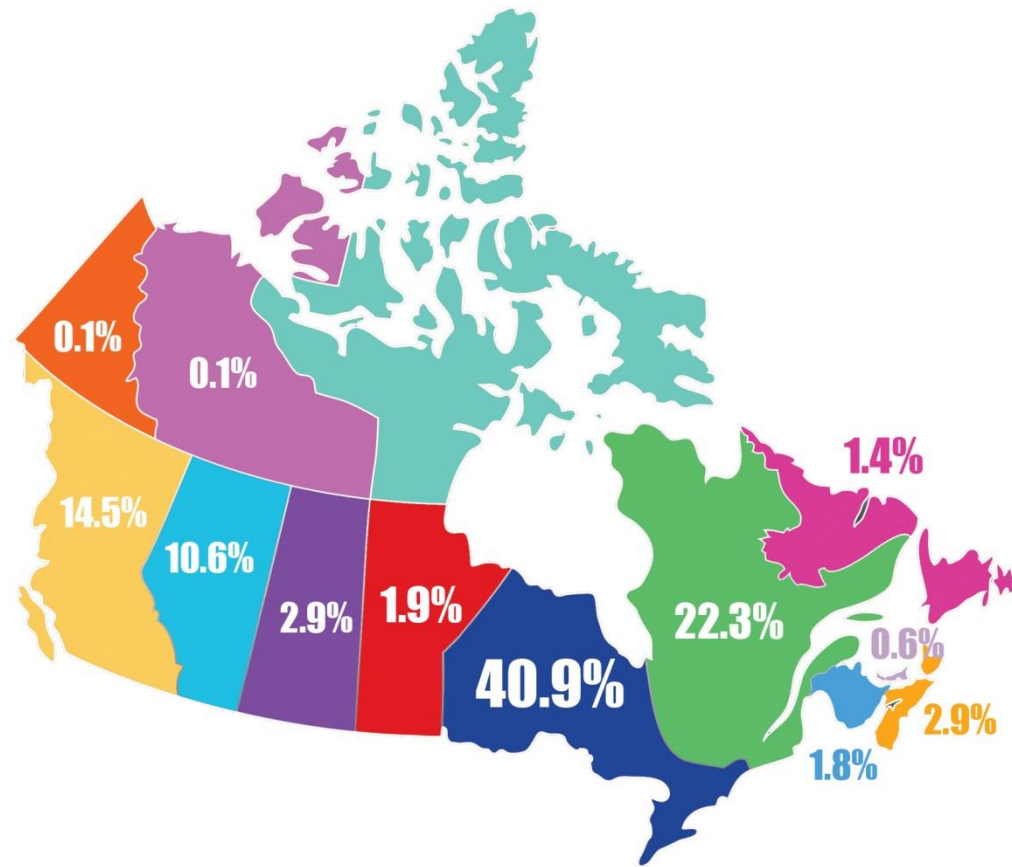
*2016 Registration Data

Ontario Soccer is the largest PSO in Canada and the third largest youth sport organization in our country. We are very proud to serve over half a million participants and directly impact a million Ontario households.

Soccer is a unifying sport, and we are the organization behind that unity!

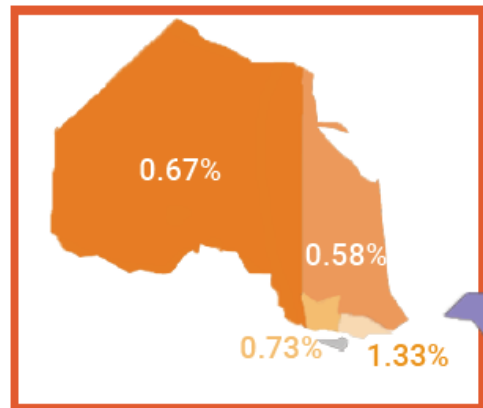
ONTARIO: THE “ENGINE ROOM” OF SOCCER IN CANADA

PERCENTAGE OF REGISTERED PLAYERS PRODUCED BY EACH PROVINCE IN CANADA

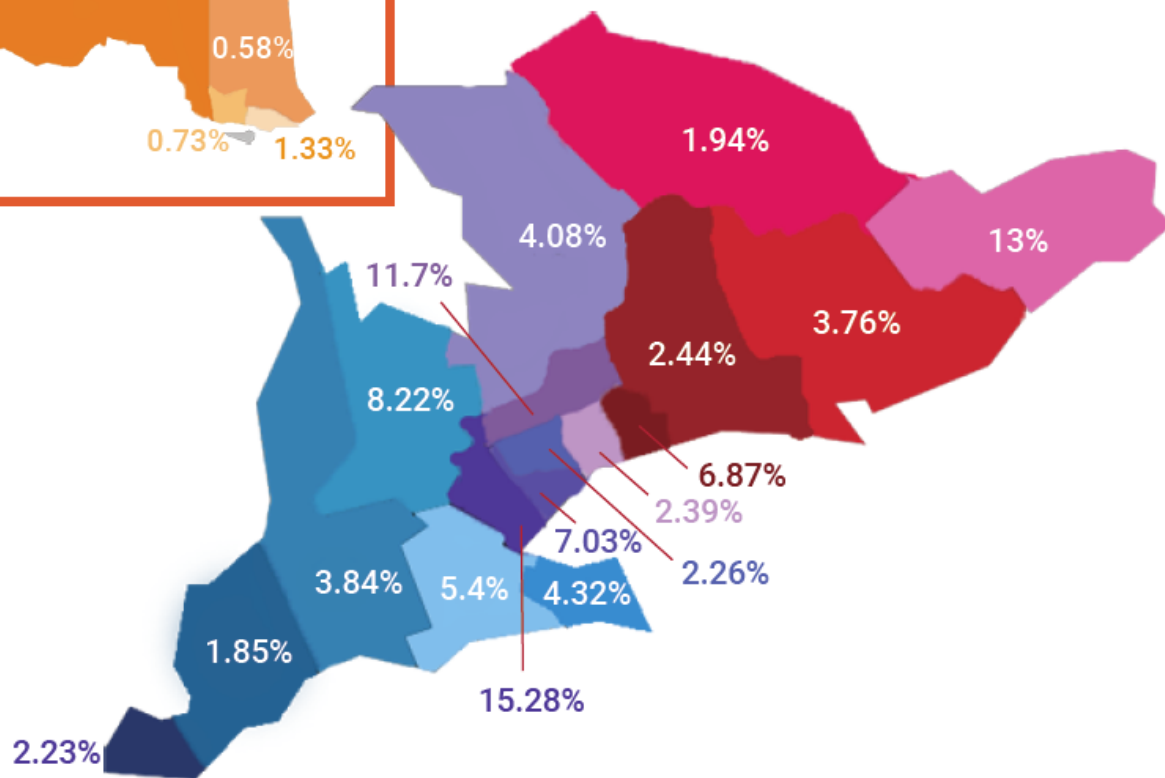


YOUR GATEWAY TO THE GRASSROOTS

Northern Ontario



21 Districts
600 Clubs
325 000+ Players



Districts	Clubs	Players
Soccer Northwest Ontario	10	2282
Soccer North Ontario	7	1794
Sault Amateur	9	2321
Sudbury Regional	15	3330
Eastern Ontario District	62	41,300
Southeast Ontario	18	27,311
Soccer Northeastern Ontario	12	5458
East Central Ontario	18	7867
Durham Region	17	21,312
Huron District	26	12,504
York Region	22	36,650
Scarborough	30	7367
North York	29	7723
Toronto	28	23,503
Peel Halton	46	48,193
South-West Regional	65	12,089
Hamilton District	31	20,097
Niagara	38	14,009
Elgin Middlesex	86	13,779
Lambton Kent	10	6143
Essex County	21	10,004

*Numbers based on 2016 Outdoor Registration only

SOCCER IN CANADA


IN CANADA
Research by Solutions Research Group



2nd Most Popular Organized Sport
Number ONE most popular TEAM sport
Top team sport for KIDS (3-6), TWEENS (7-12),
and TEENS (13-17)
Top Team Sport in all regions (BC, Prairies, ON,
QUE, Atlantic Canada)

SOCCER is the most POPULAR team sport amongst Newcomers
NEWCOMERS = 1,000,000+ / 4 YEARS = Future  of the sport

SOCCER COSTS ARE
25 - 50%
LESS THAN THE
AVERAGE COST OF
OTHER SPORTS



VS

how parents
view the sport



major international sport



good for boys & girls



develops social skills



fun for everyone

parents also recognize the work done by various companies
who have associated themselves with youth sports



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OUR PROVINCIAL HUB OF EXCELLENCE



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SPORTS
CENTRES

WASHROOMS
& ELEVATOR

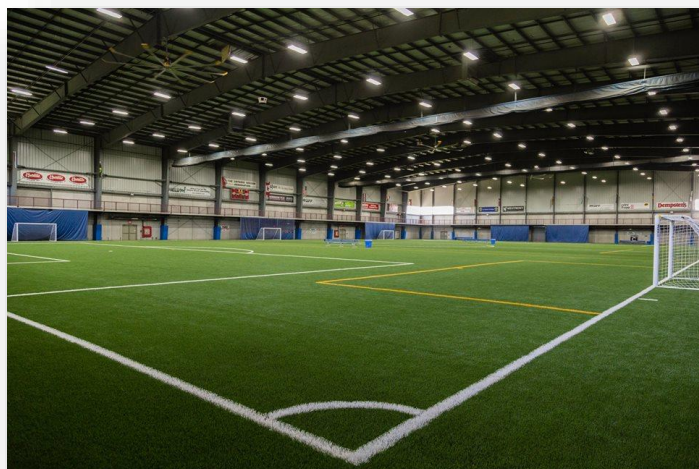


ONTARIO SOCCER CENTRE

- 130,000 square-foot field house with over 950,000 visitors annually
- 18 change rooms
- Fresco Foods Restaurant and Catering
- Sports Injury Rehabilitation Centre
- William Hoyle Heritage Room
- Outdoor Turf Stadium
 - Home of League1 Ontario
 - Home of the Ontario Player Development League
 - Home of the Ontario Academy Soccer League

Several other tenants including:

- Ontario Soccer
- DG Sports /OSL
- OWSL



ONTARIO SOCCER CENTRE PROGRAMMING

Ontario Soccer and other user groups utilize the facilities for various programming and events, including but not limited to:

- Ontario Cup, OPDL, OASL, PISL and League1 Ontario Championships
- Provincial & National Team screening & training
- Toronto Argonauts football training
- Ontario Soccer filming of soccer training videos
- Accessible programming such as Walking Soccer games for aging populations and para soccer
- Grassroots and adult league play
- Community events
- Additional activities such as lacrosse, football, Frisbee, drone racing and fitness training
- Certification and development training for Coaches and Match Officials
- Head office of Ontario Soccer
- Facility is owned by the membership of Ontario Soccer in partnership with the City of Vaughan





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OUR CORE PROGRAMMING

HOW WE BRING SOCCER TO LIFE



Program	Reach & Relevance
Competitions and Events	<ul style="list-style-type: none"> ✓ Ontario Cup, Ontario Summer Games, National/Provincial Championships
Club Development	<ul style="list-style-type: none"> ✓ Consistent contact with 650+ member clubs and annual Ontario Soccer Summit, the province's premier development opportunity ✓ Club Excellence: Physical visits to 100+ clubs annually
Grassroots / Youth Development	<ul style="list-style-type: none"> ✓ Grassroots Workshop delivery to over 111,000+ players and 9,000+ coaches ✓ Schools Program
Coach Development	<ul style="list-style-type: none"> ✓ More than 200 Coaching Courses which certify over 4,300 Community Coaches on an annual basis
Ontario Player Development League (OPDL)	<ul style="list-style-type: none"> ✓ Ontario Soccer run, standards-based high performance league for players from U13-U17 ✓ Venues from Hamilton, across the GTA, to Ottawa, played by 25 License Holders. Expansion to 30 Clubs/Academies by 2020 across Ontario.
League1 Ontario	<ul style="list-style-type: none"> ✓ Ontario Soccer run, standards-based, pro-am league for players U18+ ✓ Games in GTA to as far as Windsor and Ottawa, amongst 20 License Holders
Board Volunteers	<ul style="list-style-type: none"> ✓ Attendance at events in each District across the province
Match Officials Development	<ul style="list-style-type: none"> ✓ Course Delivery and meetings, with reach to over 9,000 Match Officials

ONTARIO SOCCER EVENTS & PROPERTIES



Play.



Inspire.



Unite.








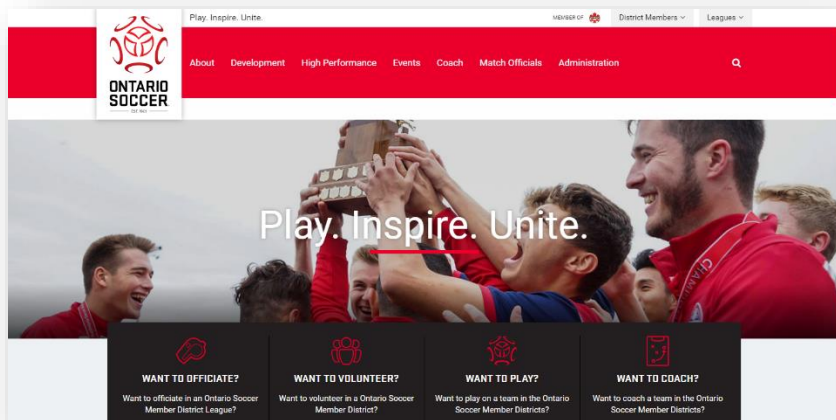
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PARTNERSHIP BENEFITS

STAKEHOLDER COMMUNICATIONS

Tapping into Ontario Soccer's Network

-  Promotional opportunities for exclusive partner offers in Ontario Soccer membership e-newsletters
-  Promotional opportunities to share collateral materials during all Ontario Soccer Grassroots in-person visits
-  Access to general Ontario Soccer communications platforms (including website and social media assets)



STAKEHOLDER COMMUNICATIONS

Tapping into Ontario Soccer's Network



Platform	Ad Channel
Website: www.ontariosoccer.net >200k page views per month 69k sessions per month 2:32 avg. session duration	<ul style="list-style-type: none"> ✓ Logo placement in Partners section of website and where else applicable
Weekly E-Newsletter 25,0000+ subscribers 24% open rate # of annual issues: 52	<ul style="list-style-type: none"> ✓ Weekly logo placement ✓ 12 ad placements (bottom or mid-banner) ✓ Quarterly article placements to debut new information & offerings, initiatives or other product promotion or contests
Social Media 9,000+ Twitter followers 4,000+ Facebook likes 1,400+ Instagram followers	<ul style="list-style-type: none"> ✓ Co-branded social media contests to promote partner offerings
Livestreaming Broadcasts 80,000+ views of Ontario Indoor and Outdoor Cup, OPDL & League1 in 2017	<ul style="list-style-type: none"> ✓ Recognition during all livestreamed events ✓ Ad times
Ontario Soccer YouTube 1258 subscribers & 590,604 total views 3:48 average watch time in 2018 (*In 2017, the average watch time for PSO was 2 minutes and 37 seconds)	<ul style="list-style-type: none"> ✓ Opportunity for inclusion of co-branded content
League1 YouTube 906 subscribers 247,051 total views 6:20 average watch time in 2018	

Our Partnership Impact





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JOIN US!





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Thank You!

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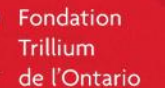
OFFICIAL SUPPLIERS



PREMIER PARTNER



SPORT PARTNERS



Thank you to our Partners who help us #PlayInspireUnite