

**ONTARIO SOCCER**  
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# Ontario Soccer Apparel Partnership RFP 2023

Release Date: October 23<sup>rd</sup>, 2023

**Submission Deadline:**

5:00 p.m. EST November 22<sup>nd</sup>, 2023

# Request for Proposal for Official Soccer Apparel, Uniform and Equipment Partner to ONTARIO SOCCER™

## PART I – INTRODUCTION

### 1. Statement of Confidentiality

You must treat this Request for Proposal (“RFP”) as confidential and must not disclose it to any party other than employees with a need to know. ONTARIO SOCCER will similarly treat responses to this RFP as confidential and will not disclose information provided in response to any party other than ONTARIO SOCCER Board of Directors and employees with a need to know.

These obligations do not apply to information that is in the public domain through no breach of confidence by you or ONTARIO SOCCER or to information that you get from a source other than us without a breach of confidence with ONTARIO SOCCER.

If you do not agree with these provisions, please destroy this RFP.

### 2. Bidder Conflict of Interest

All parties, who were directly or indirectly involved in preparing this RFP, shall be deemed to be in a conflict of interest and ineligible to bid.

### 3. Invitation – ONTARIO SOCCER has issued this RFP in order to communicate the details and accept responses for the opportunity of being the **Official ONTARIO SOCCER Partner for Soccer Apparel (including Uniforms) and Equipment**. The general apparel and equipment requirements for this opportunity are described in Appendix A attached.

Nothing contained in this RFP or in any of the communications issued pursuant thereto will be deemed to create any obligation on the part of ONTARIO SOCCER or any legal relationship or duty with any respondent unless and until a written agreement has been executed. Nothing herein shall be deemed to oblige ONTARIO SOCCER to enter into an agreement with any respondent for the receipt and purchase of any of the Goods.

### 4. Background - Founded in 1901, Ontario Soccer is currently comprised of more than 500 Clubs servicing over 24,000 teams with 380,000 registered players, 70,000 coaches and managers, and 6,000 match officials, as well as countless volunteers, parents and supporters encompassing a direct, multi-cultural community of over 1,000,000 Ontarians.

Ontario Soccer develops and delivers exceptional and sustainable programs and services throughout Ontario with the mission of providing leadership and support for the advancement of soccer in collaboration and cooperation with our member District Associations, partners and other stakeholders.

Ontario Soccer also operates the Ontario Player Development League (OPDL), the province's premier standards based youth development program, as well as "Team Ontario", Ontario Soccer's provincial Xcel program. Ontario Soccer proudly supports Canada Soccer's National Teams, the Canadian Premier League and Toronto FC.

The overall objective of Ontario Soccer is to be innovators and leaders in sport and to assist with the equitable development of soccer as a healthy lifestyle choice, provide a talented pathway for participants to excel and encourage inclusive community involvement at all levels.

- 5. Objective** – ONTARIO SOCCER is seeking proposals from respectable, community-minded businesses through a competitive, fair and open bidding process to select one Official Partner ("Partner") for the opportunity to outfit, equip and strategically support our organization for the delivery of its key programs and services in the areas of all pertinent Player, Coach, Match Official, Club Development and education initiatives, as well as Corporate and Member Services.

The Partner can be a sole proprietorship, a corporation, a partnership, a joint venture, an incorporated consortium or a consortium that is a partnership or other legally recognized entities.

Furthermore, the Partner must be able to provide exceptional value and service to ONTARIO SOCCER and its members through competitive pricing, high quality goods, strong brand reputation and efficient and effective services.

**Our goal is to work with a Partner that is prepared to significantly invest in and support the sport of soccer in Ontario, as we enter a pivotal period for the growth and advancement of our sport in the lead-up to the FIFA 2026 World Cup of Soccer™ and beyond.**

Such investment will be chiefly represented by **annual value-in-kind (VIK) provision of no less than \$200,000 (retail)** per annum to provide significant budget relief to ONTARIO SOCCER, while providing fair value for any apparel and equipment we may need to purchase above and beyond the agreed-upon VIK levels.

We are seeking a Partner for a term of five (5) years and will include the 2024, 2025, 2026, 2027 and 2028 seasons up to and including the 2028-29 indoor season to end on March 31, 2029. An optional minimum three-year renewal term is to be discussed and determined after the bidding process.

ONTARIO SOCCER would like to thank all interested bidders for participating in this process.

- 6. Partnership Opportunity** – ONTARIO SOCCER, like other non-profit sport organizations, requires support from our business partners to ensure that we can effectively, inclusively, and sustainably deliver against our objectives of growing participation in the sport at all ages, and providing the necessary support to the various diverse stakeholder groups that drive the game forward on- and- off the pitch.

Far from simply seeking a transactional vendor-client relationship, the selected Partner(s) will join the ONTARIO SOCCER partner family, thereby, gaining immediate access to immersive marketing rights to be strategically deployed across all ONTARIO SOCCER digital communication channels and marquee events, reaching a massive market in Ontario and being indirectly amplified throughout Canada. Outlined in **Appendix C** are the “partner benefits”.

- 7. Procurement principles of ONTARIO SOCCER** - In all procurement activities, ONTARIO SOCCER is committed to the principles of open, fair, and transparent purchasing. This is a competitive process with the goal of securing a dedicated and innovative partnership, ensuring budget relief through VIK support, driving value for money, and offering tremendous partnership marketing rights and benefits to our selected partner(s), while also creating value-added opportunities for our membership at-large.

## PART II – HOW TO RESPOND TO THIS RFP

8. **Timetable** – The following is the schedule for this RFP:
- a. Issue Date: RFP posted online & sent to selected group of vendors to bid: **October 23<sup>rd</sup>, 2023**
  - b. Proponents' Deadline for Expressions of Interest: **November 3<sup>rd</sup>, 2023 at 5:00 pm EST**
  - c. Proponent's Deadline for Questions: **November 10<sup>th</sup>, 2023 at 5:00 pm EST**
  - d. Proposal Submission Deadline: **November 22<sup>nd</sup>, 2023 at 5:00 pm EST**
  - e. Invitation to shortlisted Proponents to present their proposals to Selection Committee: **November 29<sup>th</sup>, 2023**

### Notes:

- Once submitted, your proposal will be irrevocable for 120 days after the Deadline to Submit Proposals has passed.
  - This RFP timetable is tentative only and may be changed by ONTARIO SOCCER in its sole discretion at any time prior to the Deadline to Submit Proposals.
  - If any amendments to this RFP are issued, ONTARIO SOCCER may extend the Deadline to Submit Proposals for a reasonable period of time. Proposals submitted after the Deadline to Submit Proposals may be disqualified.
  - ONTARIO SOCCER aims to have an Official Soccer Apparel and Equipment Partner in place no later than April 1<sup>st</sup>, 2024.
9. **How to submit questions you may have** - All questions related to this RFP or the bidding process should be sent to **Bjorn Osieck, Senior Director, Business** ([bosieck@ontariosoccer.net](mailto:bosieck@ontariosoccer.net)) with the subject line "2023 ONTARIO SOCCER RFP – Apparel & Equipment".

All questions must include:

1. Your corporate name, mailing address and Website URL
2. Reference to the specific section and page number of the RFP in question
3. Contact person's name, telephone and e-mail address

All questions are to be made in writing, no phone calls please. Questions of significance received from RFP participants, and the corresponding ONTARIO SOCCER responses will be shared with all respondents via email entitled: 'RFP Questions – ONTARIO SOCCER Response'.

Proponents must not communicate with any ONTARIO SOCCER staff concerning this RFP from October 23<sup>rd</sup> to November 29<sup>th</sup>, 2023, except as mentioned above. Unauthorized communication may lead to disqualification from the bidding process.

Upon receipt of this RFP, you should examine it carefully and report any errors, omissions or ambiguities. You may direct questions or seek additional information from the ONTARIO SOCCER Contact by email on or before the Deadline to Submit Questions. It is your responsibility to seek clarification from the ONTARIO SOCCER Contact on any matter you consider to be unclear. ONTARIO SOCCER will not be responsible for any misunderstanding concerning this RFP or its process.

**10. How to submit your proposal** - Your proposal MUST be submitted using the following method (collectively the “Mandatory Requirements”):

- a. It must be submitted via email to **Bjorn Osieck, Senior Director, Business** ([bosieck@ontariosoccer.net](mailto:bosieck@ontariosoccer.net)). Proposals submitted in any other manner may be disqualified.
- b. It must be submitted in a PDF format.
- c. Written Proposal: Your Written Proposal must address the needs outlined in Appendix A and the weighted criteria described in Appendix B.

**11. Proposal Guidelines** – Your proposal MUST contain the following items in your submission:

- a. **Company Overview** – Provide us with an understanding of your business:
  - i. Company Name;
  - ii. Key Contact name and title;
  - iii. Address;
  - iv. Website and social media outlets;
  - v. Phone Number;
  - vi. History of previous business relationships with ONTARIO SOCCER or other ONTARIO SOCCER affiliated Clubs;
  - vii. Description of payment policies;
  - viii. Sample Vendor-Client Agreement (warranty terms and refund/return policy);
- b. **Corporate Structure & Relationships**

Please describe how your company is structured. Are all of your facilities corporately managed or do you work with affiliates or a network of associates? If you have affiliates or an association, please describe in detail the nature of your relationship(s).
- c. **Industry Standing**

Please state the number of years your firm has been providing the sports industry with apparel solutions. For your business only, please state your company’s numerical ranking by sales volume in Canada and the US.
- d. **Declaration of Conflicts**

Please declare any existing or potential conflict of interest you may have in dealing with ONTARIO SOCCER. For example, highlight any direct or indirect

interest you or any of your suppliers may have with any employee, volunteer or Board member of ONTARIO SOCCER.

**e. Lawsuits/Administrative Complaints and Charges**

Within the last three years, has your company been and/or is involved as a defendant in any lawsuits or administrative charges/complaints, including those filed by or for customers or employees of customer companies? If yes, please provide a brief summary of the case(s) and current status (limited to 3 with greatest dollar value). If no, please state this explicitly.

**f. Product Recommendation** - Description of your products and services:

- i. **Sample Pricing** - Based on Appendix A overview of products. All prices must be itemized, provide an explanation of all fees and costs.
- ii. **Value Proposition** – Any unique or special offerings that you believe to be a competitive differentiator, this includes marketing support.

**g. References** –

Include 3 references from clients with a similar profile to ONTARIO SOCCER.

**h. Partnerships** –

- i. List any affiliations, alliances, and partnerships that you have with other organizations globally that might enhance ONTARIO SOCCER's access to Player, Coach, Match Officials and Club development;
- ii. List any benefits these affiliations, alliances, and partnerships would have for ONTARIO SOCCER in terms of marketing, promotional and sponsorship opportunities.

**i. Core Competencies** – List all related to your organization.

**j. Value Added Services** – List all other services that the ONTARIO SOCCER could utilize from your organization.

**k. Uniform Design/ Development/ Innovation** – Describe the process of selecting uniforms and equipment including the overall design and functionality.

**l. Timelines & Processes** – Include a calendar of events from order, to warehousing, embellishment, delivery to payment.

Please also provide any additional information that would be relevant to the RFP and the Proponent's capability to provide the goods and services requested, including a more complete and thorough product and service offering.

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 ONTARIO SOCCER Senior Management and will include scope, budget, schedule, and other necessary items pertaining to the project.

## **PART III – HOW WE WILL EVALUATE YOUR SUBMISSION**

**12. Stages of Proposal Evaluation** - ONTARIO SOCCER will conduct the evaluation of proposals in the following manner:

- a. **Stage I** - In Stage I, we will review all proposals to determine which ones comply with the Mandatory Requirements set out above. Proposals which do not comply with all of the Mandatory Requirements, may be disqualified. Qualified proposals will move on to Stage II.
- b. **Stage II** - In Stage II, we will score each qualified proposal on the basis of Weighted Criteria. The Criteria are described in Appendix B for your information. Please ensure that your submission addresses each of these criteria.
- c. **Stage III** - In Stage III, any Proponent short-listed from Stage II may be invited for additional discussions, if necessary, to clarify their bids and resolve any questions/issues. These discussions will be used to adjust scoring in the previous stages.

## **PART IV – RIGHTS OF ONTARIO SOCCER WITH RESPECT TO ALL SUBMISSIONS**

**13. Rights of ONTARIO SOCCER** - Notwithstanding anything else contained in this RFP, ONTARIO SOCCER has reserved the following rights (which are in addition to any other rights that ONTARIO SOCCER may have), which it can exercise in its sole discretion, with respect to the submissions it receives:

- a. To waive non-compliance where, in ONTARIO SOCCER's sole and absolute discretion, such non-compliance is minor and not of a material nature, or to accept or reject in whole or in part any or all proposals, with or without giving notice. Such minor noncompliance will be deemed substantial compliance and capable of acceptance. ONTARIO SOCCER will be the sole judge of whether a proposal is accepted or rejected;
- b. To verify with any Proponent or with a third party any information set out in a proposal;
- c. To check references other than those provided by any Proponent;
- d. To disqualify any Proponent, whose proposal contains misrepresentations or any other inaccurate or misleading information;
- e. To disqualify any Proponent or the proposal of any Proponent, who has engaged in conduct prohibited by this RFP;

- f. To make changes, including substantial changes, to this RFP provided that those changes are issued by way of addenda;
- g. To select any Proponent other than the Proponent, whose proposal reflects the lowest cost to ONTARIO SOCCER or the highest score;
- h. If a single compliant proposal is received, to reject the proposal of the sole Proponent and cancel this RFP process or enter into direct negotiations with the sole Proponent;
- i. To modify the terms of this RFP at any time in its sole discretion. This includes the right to cancel this RFP at any time without entering into a contract;
- j. All documents, including responses, submitted to ONTARIO SOCCER become the property of ONTARIO SOCCER;
- k. To accept any proposal in whole or in part; or
- l. To reject any or all proposals.

#### **14. Other RFP Process Considerations:**

##### **m. Expenses & Remuneration**

Proponents are responsible for their own expenses in preparing a response for this RFP and subsequent negotiations with ONTARIO SOCCER. ONTARIO SOCCER will not be liable to any potential vendor for any claims, whether for costs or damages incurred by the potential vendor in preparing the response, loss of anticipated profit in connection with any final contract, or any other matter whatsoever.

##### **n. Acceptance of Responses**

This RFP is not an agreement to purchase services. ONTARIO SOCCER is not bound to enter into a contract with any potential vendor. Responses will be assessed in light of the criteria described in this document.

##### **o. Definition of Contract**

Should a potential Partner be selected for interview, this will neither constitute a contract nor give the potential Partner any legal or equitable rights or privileges relative to the requirements set out in this RFP. Only if ONTARIO SOCCER enters into a full written contract will a potential partner acquire any legal or equitable rights or privileges.

## APPENDIX A – DESCRIPTION OF APPAREL & EQUIPMENT NEEDS

### A. Overview

1. As leaders in the growth and development of the game of soccer, ONTARIO SOCCER requires a diverse array of high quality apparel and equipment in the delivery of its programs and services.
2. RFP Proponents are expected at a minimum to be able to provide soccer apparel and equipment items listed in **Table 1** below or suitable alternatives. Furthermore, proponents have the option to propose their own specific, innovative quality solutions to ONTARIO SOCCER's apparel and equipment needs.
3. ONTARIO SOCCER reserves the right to exclude certain items from the partnership arrangement based on inventory availability, quality, pricing or other considerations. Such items may include, but not be limited to: footwear, t-shirts or other promotional shirts/ clothing items, training/ match balls, goals or other specialty equipment.
4. ONTARIO SOCCER currently has a partnership with SportChek as its "Official Sports Retail Partner", **which is not focused on soccer or team sport specific purchases**. For purposes of this RFP, ONTARIO SOCCER considers the two categories ("sports apparel" vs. "soccer (team) apparel and equipment") as separate and non-competing.

APPENDIX A CONTINUED ON NEXT PAGE

5. The below is a broad overview of area specific requirements for consideration (Note: This listing is intended for illustrative purposes only. Items listed may or may not be needed in any given ordering cycle and are to be selected at the sole discretion of ONTARIO SOCCER):

TABLE 1:

Department	Program	Items	Quantity
<b>1. Corporate</b>	Board (Apparel)	Polo, Sweater (quarter-zip), Ball Cap, Squad Woven or Stadium Jacket	18 directors: 1 per item
<b>2. Corporate</b>	Committee (Apparel)	Polo or Long-Sleeve	65 committee members: 1 per item
<b>3. Corporate</b>	Staff (Apparel)	<p><b>General:</b> Polo or Long-Sleeve, Hoodie or Squad Woven Jacket</p> <p><b>Player Development:</b> All Weather Jacket, Woven Jacket, Track Suit (Jacket + Pants), Fleece Hoodie, Polo, Jersey, Shorts (Pockets) Socks, Sneakers/ Trainers</p> <p><b>Match Official Development:</b> All Weather Jacket, Woven Jacket, Track Suit (Jacket + Pants), Fleece Hoodie, Polo, Jersey, Shorts (Pockets) Socks, Sneakers/ Trainers</p>	60 Total Staff: Items vary by Department
<b>4. Development</b>	Coach Education (Apparel)	<p>Track Suit (Jacket + Pants)(60), Short (60), Jersey (60), Rain Jacket (60)</p> <p>Other Contractors: Track Suit (Jacket + Pants)(40), Short (40), Jersey (40), Rain/Winter Jacket (40)</p>	30+ Instructors/ Learning Facilitator : 1-2 per item
<b>5. Development</b>	Match Official Education (Apparel)	<p>Polo (310)</p> <p>Training Tops (120)</p> <p>Track Top only (200)</p> <p>Track Suits (35)</p> <p>Toques (60)</p>	30+ Instructors: 1 per item 100 (upgrading) candidates: 1 per item
<b>6. Development</b>	Player Development: Grassroots (Apparel & Equipment)	TBA	TBA

<b>7. Development</b>	Player Development: Ontario Player Development League (Apparel & Equipment)	Track Suit (Jacket + Pants), Rain Jacket (40), Jersey, Polo (80) Game Balls (400) Ball Bags (10) Back Packs (10) Discs/ Cones (100+) Ball Pumps (15)	40 staff: 1-2 per item
<b>8. Development</b>	Player Development: Provincial Xcel – Players (Apparel & Equipment)	Track Suit (Jacket + Pants), Jersey (home and away), Short, Socks (2 pairs), Rain Jacket, Back Pack; Training Balls Training Bibs (Pinnies) (200)	80 male players: 1 per item 80 female players: 1 per item
<b>9. Development</b>	Player Development: Provincial Xcel – Staff (Apparel & Equipment)	Track Suit (Jacket + Pants), Squad Woven Jacket, Training Jersey (home and away), Short, Socks (2 pairs), Rain Jacket, Back Pack Large Team Equipment Bag w/ Wheels (20)	25 staff: 1 per item
<b>10. Business</b>	Competitions: MilkUP Ontario Cup, Indoor Cup, Futsal Cup	¼ Zip Jackets, Polo (80), T-Shirts and/ or Long-sleeve Shirts (40) Game Balls (50+10)	40 volunteers: 1-2 per item
<b>11. Business</b>	Events: Ontario Soccer Summit	¼ Zip Jackets, Polo, T-Shirts and/ or Long-sleeve Shirts	30 volunteers: 1 per item
<b>12. Business</b>	Partnerships: Community Activations	T-Shirts	200+ participants:

## B. Requirements

1. Many of the items listed in **Table 1** would be embellished with the ONTARIO SOCCER and/or program logos. Depending on item, this could be done via heat press, embroidery, sublimation or another process. Proponents are to include information on capacity to administer such embellishments on behalf of ONTARIO SOCCER, as well as the typical pricing associated with each type of logo application.

2. Proponents are encouraged to outline their experience and ability to deal with the process and logistics of sizing and embellishing items within limited time frames, which may be as short as 4 to 8 weeks.
3. Items like jackets, jerseys, shirts, shorts, etc. ideally should be available in men's and women's cuts.
4. Proponent to provide a detailed production specification summary/ catalogue for all items proposed.
5. ONTARIO SOCCER may request returnable samples of any items included in the bid submission being proposed, at no charge to ONTARIO SOCCER.

**C. Other Considerations**

1. Proponent must adhere to all applicable laws and standards and meet all required regulations specific to manufacturing in Canada.
2. Proponent manufacturing supply chain must comply with all applicable local and international laws governing such issues as child labour, wages, benefits, working hours, harassment, health and safety, and factory security.
3. A suitable quality control process to ensure items are free of defects and meet agreed-upon specifications has to be established between Proponent and ONTARIO SOCCER.

**D. Pricing:**

1. All prices must be provided in Canadian Funds, inclusive of all applicable duties and shipping costs and taxes, but net of HST. Prices shall not include surcharges attributable to rebates, royalties, marketing rights or other value-added opportunity.

## **APPENDIX B – SCORING IN STAGE II AND III OF THE EVALUATION PROCESS**

The total submission should be clear and concise and include the name of an individual with the authority to clarify the terms of the proposal.

Scoring in Stage II – Scoring of the proposals in Stage II will be done with, but not limited to the list of criteria below:

Stage II will be scored out of 100 and Proponents will need to achieve a minimum score of 70 to advance to Stage III.

The categories and scoring weight for the Weighted Criteria in Stage II are as follows:

### **Weighted Criteria:**

#### **Proponent Profile and Experience – value of 20 points**

Description of your company and its capabilities including, but not limited to:

- Description of your company's values and supply chain;
- Corporate Structure & Relationships;
- Industry Standing;
- Related recent experience and expertise providing apparel and equipment solutions for comparable clients within last 2 years;
- Ability to meet changing needs & adapt quickly;
- Ability to offer creative solutions.

#### **Product Value and Pricing – value of 25 points**

- Timely and detailed pricing list including shipping fees, embellishing costs and delivery terms and timelines;  
(**Note:** While it is understood that VIK purchases are typically priced at retail, duly pre-ordered cash purchases should come at a minimum 40% discount, with ad-hoc cash orders to come in at minimum 25% discount.)
- Detailed inventory management plan (especially for 2024 season);
- Options for special purchase programs with commission/ revenue share component (e.g. match official starter kit, footwear promo program, house league "welcome package", etc.);
- Detailed ordering procedure for at-once orders (if required);
- Provision of an on-line storefront for ONTARIO SOCCER members to acquire ONTARIO branded merchandise.

#### **Financial Investment/Sponsorship Rights Fee – value of 35 points**

- Annual VIK partnership investment;
- Annual Marketing Support (Cash or VIK) example, **Ontario Soccer Summit Title Partnership** (valued at \$25,000 Cash);

**General Marketing and Soccer Community Support - value of 20 points**

- Ontario Soccer is seeking an active marketing partner(s) that will support our objectives for growing the sport of Soccer in inclusive, innovative and sustainable fashion.

Please outline how you envision collaborating with ONTARIO SOCCER to help us to **Play. Inspire. Unite.**, while maximizing the impact of any and all unique opportunities your organization may have access to (e.g. special “behind the scenes” Pro-Soccer experiences, exclusive tournament/ showcase/ combine access for ONTARIO SOCCER stakeholders, special appearances by “celebrity” subject matter experts, cross-pollination/ synergies with other relevant corporate entities/ brands, etc.).

**Total (Minimum Threshold to advance to Stage III = 70 points) 100 Points total**

## Scoring in Stage III

Proponents that have met or exceeded the threshold of seventy (70) points as set out in Stage II will advance to the Stage III short-list and may be invited to an in-person interview.

During the in-person Presentation/Interview invited Proponents will be able to:

- Elaborate on creative suggestions/recommendations of services for Ontario Soccer;
- Put emphasis on capability and capacity to service Ontario Soccer and its Membership;
- Demonstrate expertise in the area of soccer apparel and equipment provision;
- Explore partnership opportunity and access beyond that of the Vendor-Client relationship.

## APPENDIX C – DESCRIPTION OF PARTNER BENEFITS

The following table provides a current summary to illustrate the depth and breadth of ONTARIO SOCCER programs and services. Please note that some of these assets may currently already be associated with existing ONTARIO SOCCER partners and as such not be available for partner marketing alignment and activation.

A detailed discovery dialogue will be facilitated with the successful Proponent to maximize the value bundle and Return on Investment (ROI) to be provided to them by ONTARIO SOCCER.

Program	Reach & Relevance
Competitions and Events	✓ Ontario Cup (500+ Teams), Ontario Games (Summer & Winter), National/Provincial Championships
Club Development	✓ Consistent contact with 500+ member Clubs; annual Ontario Soccer Summit, the province's premier development opportunity ✓ Club Licensing: Extensive engagement with 200+ Clubs annually
Grassroots / Youth Development	✓ Grassroots Workshop delivery to over 111,000+ Players and 9,000+ Coaches ✓ Schools Program
Coach Development	✓ More than 200 Coaching Courses which certify over 4,300 Community Coaches on an annual basis
Ontario Player Development League (OPDL)	✓ Ontario Soccer run, standards-based high performance program for youth female and male Players from U13-U17 ✓ Venues and programming covering the province from Windsor (West), the GTA (Central), Niagara (South) to Ottawa (East), played by 29 License Holders
Board Volunteers	✓ Attendance at events in each District across the province
Match Officials Development (LTOD)	✓ Course Delivery and meetings, with reach to over 8,500 Match Officials
eSports	✓ Annual calendar of online and in-person events including mirroring marquee events like Ontario Cup via an eOntario Cup

Platform	Ad Channel
<b>Website</b> <a href="http://www.ontariosoccer.net">www.ontariosoccer.net</a> >200k page views per month 125K OPDL website views per month 69k sessions per month 2:32 avg. session duration	✓ News article and logo placement in news section of website and where else applicable
<b>Weekly E-Newsletter</b> 30,000+ subscribers 24% open rate # of annual issues: 52	✓ 12 ad placements (bottom or mid-banner) ✓ Quarterly article placements to debut new Partner initiatives or other product promotion or contests
<b>Social Media</b> 13,400 + Twitter followers (3.7 Million Impressions in 2020) 6,000+ Facebook likes 14,500+ Instagram followers; A+ Engagement Rating 1,800+ YouTube subscribers	✓ Co-branded social media contests to promote Partner offerings & products
<b>Livestreaming Broadcasts</b> 150,000+ views of Ontario Indoor and Outdoor Cup, OPDL in 2019	✓ Additional Option: Recognition during all livestreamed events