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## INFORMATION BULLETIN

**Bulletin #:** I2023 - 21  
**Date:** April 6, 2023  
**To:** Ontario Soccer, District Membership and Associate Members  
**CC:** Ontario Soccer Board of Directors, Staff  
**From:** Bjorn Osieck, Director, Business  
**Subject:** Soccer Sponsorship Opportunity with Ontario Soccer Partner, BMO

Ontario Soccer is proud to alert the Ontario soccer community of the Local Soccer Sponsorship Program with BMO, Ontario Soccer's Lead Partner of gender equity and empowerment initiatives. The program is designed to assist Clubs with funding in areas that make a difference, as described in these three pillars of focus:

- **Equity:** BMO is committed to supporting underrepresented groups within soccer to even the playing field. Specifically women and youth from BIPOC, Indigenous and lower socioeconomic backgrounds.
- **Enrichment:** BMO is committed to enriching the experience of all soccer players for youth across Canada through the provision of equipment, facilities and specialized tournament and game experiences.
- **Education:** BMO is committed to furthering the education of players, leaders and coaches within the game of soccer. Specifically in the areas of gender equity, inclusion, fair play and financial literacy.

### What does this mean for your Club?

To provide further detail on exactly how BMO's Local Soccer Sponsorship Program can help Ontario Soccer Membership Clubs, here are a few examples of Ontario Soccer programming that align with the pillars described above:

#### Quality Soccer Provider Designation

Canada Soccer's Club Licensing Program is designed to guide member organizations throughout the country toward best principles for organizational development both on and off the field. The Quality Service Providers (QSP) is the entry-level category in Canada Soccer's Club Licensing Program. QSPs must also be in good standing with their governing organization(s) and meet the expectations of membership.



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In order to qualify as a QSP, member organizations must meet a series of criteria geared towards their ability to provide a developmentally appropriate, safe, enjoyable, accessible, inclusive and welcoming playing environment for their participants.

Financial assistance through BMO's Local Soccer Sponsorship Program can help Clubs with meeting and maintaining these criteria, specifically criteria 29 through 33 in the Accessible, Inclusive, and Welcoming section, which state:

29. Provides programming that targets underrepresented groups as outlined in the Canada Soccer Guide to Accessibility and Inclusion
30. Has programs, partnerships, and/or other mechanisms to reduce barriers to participation
31. Appreciates diversity to ensure everyone feels safe and that they belong regardless of ability and background
32. Coaches are culturally sensitive and programs include culturally appropriate activities
33. Facilities are accessible to participants of all abilities

#### Club Development

BMO's Local Soccer Sponsorship Program can assist all Clubs, whether an MA Level 1, 2 or OPDL Licence Holder, in a variety of ways. Some examples include funding education initiatives for players as well as other stakeholders such as coaches and parents. The program can also assist with various topics, such as anti-bullying/racism, where Clubs can seek financial assistance with running seminars that educate players, clubs and/or parents, about harassment and bullying of Match Officials.

#### Coach Development

BMO's Local Soccer Sponsorship Program can assist with subsidizing and/or creating mentorship and education programs for coaches that are from equity-seeking groups.

#### Community Engagement

BMO's Local Soccer Sponsorship Program can assist Clubs with competitions that fall under the 'Enrichment' pillar, such as Futsal and para soccer. There is also tremendous opportunity in this areas to assist with various groups that fall under the 'Equity' pillar such as the Indigenous community and female Match Officials given the new women's professional league on the horizon.

For more information on [the funding guidelines and requirements for BMO's Local Soccer Sponsorship Program](#), visit [BMO's website](#), where you will also find the application form.

BMO has a proud history of supporting soccer at the grassroots community level and was the first major bank to invest in soccer sponsorship in Canada at all levels, committing over \$25 million to growing the game since 2005.

Ontario Soccer is committed to making the game of soccer in Ontario more inclusive, respectful and equitable to all. We recognize that more work needs to be done in this area, and will continue creating more mechanisms, such as this sponsorship program with BMO, that break down barriers and allow more individuals from diverse background to participate in soccer because everyone is welcome in this sport.



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