



ONTARIO SOCCER
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ACTION BULLETIN

Bulletin #: A2022-002
Date: Jan. 17, 2022
To: Ontario Soccer; District Membership, Club and Associate Members
CC: Ontario Soccer Board of Directors, Staff
From: Bjorn Osieck, Director, Business Operations
Subject: "Everyone is Welcome" Return to Outdoor Soccer Marketing Campaign launched

With students returning to in-person learning across the Province as of Monday, Jan. 17, 2022, Ontario Soccer is anticipating further updates from the Government of Ontario in the coming weeks to inform Ontarians about next steps in their current phase of the Re-Opening Ontario plan.

Ontario Soccer are looking forward to kicking-off the 2022 Outdoor Season soon with great optimism, as we collaborate with our membership to continue the strong recovery and rebuilding of our Sport. This tremendous spirit of teamwork and resilience enabled us to help more than 160,000 participants safely Return to Play in the summer of 2021, which represented 67% of 2019 pre-pandemic participation numbers.

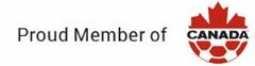
Knowing that many of our member Clubs have already or are in the process of launching their own Outdoor Season 2022 promotion campaign to drive registrations, Ontario Soccer has proactively developed an awareness campaign to support our membership in this important endeavour.

Building on the success of last season's Return to Play marketing efforts, Ontario Soccer's "**Everyone is Welcome**" campaign seeks to both heighten the energy and excitement for players to get back on the pitch this summer, while rebuilding consumer confidence and registrations at the Member Club level. It also accentuates Ontario Soccer's steadfast commitment to bringing about lasting culture change by embracing diversity, equity and inclusion across all aspects of our game.

Ontario Soccer is providing a comprehensive starter kit of digital resources and marketing assets to all our member organizations for full use effective immediately.



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To ensure proper marketing relevance and focus on creating priority resources and tools to empower our member organizations to leverage for their own local marketing efforts to drive 2022 Outdoor registrations, Ontario Soccer has worked closely with a marketing focus group comprised of representatives from member Districts and Clubs to confirm and validate our promotional direction.

While we recognize the very diverse marketing needs and capabilities of our Member Organizations, which no “one-size-fits-all” approach could ever do justice, we strongly encourage you to review and consider using and amplifying the resources provided as you see fit to help affirm the positive leadership of our sport at all levels to the soccer community at-large.

For your immediate use of assets, please [click here](#).

Building on the foundation of this initial starter kit, Ontario Soccer will continue to engage with the membership leading up to and throughout the Outdoor Season 2022 with further community consultation, updated resources, refreshed graphics, innovative partner activations and other efforts to support, celebrate and amplify the recovery and rebuilding of our beautiful game.

Ontario Soccer is proud of and grateful for the tremendous leadership and the enormous resilience exhibited by our member organizations over the last two years. This season promises to be a historic breakthrough, marking the year where we reclaim our game. Together, we are strongly positioned to enjoy success from the community grassroots all the way to Olympic and World Cup levels. The best part is that “**Everyone is Welcome**” to get back on the pitch and join the team. We hope to see you there!

How do I stay connected to Ontario Soccer?


For further information please refer to the latest bulletins on the [COVID-19 Updates](#) page, which has all the latest information from Ontario Soccer, as well as resources for your members. Please consider placing a dedicated link to the [COVID-19 Updates](#) on the homepage on your website.

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If you have any further questions, please contact [Bjorn Osieck](#), Director Business Operations.