



**CIBC Soccer Fests
Le programme des festivals de soccer de CIBC**

Festival Guide

Upon delivery of your CIBC Soccer Fests kit, please ensure that you have received all of your promotional items. In the event that any items are damaged or missing please contact the Canada Soccer Partnership Servicing Coordinator at 613.314.3533.

Sponsors

In hosting a CIBC Soccer Fests there is to be no involvement from sponsors that compete with CIBC, Allstate, GoGo squeeZ, StorageVault, Telus, Toyota, or Maple Lodge Farms (Please refer to your sponsor exclusivity terms document).

We will advise you of any participating CIBC Soccer sponsors in your area. If a sponsor does decide to attend your festival, please welcome him/her and remember that it is with their support that this grant program is possible. You may wish to have the representative hand out the certificates, make a short speech, sponsor a BBQ, etc.

Giveaways

For certain items there are enough giveaways included for each child who participates in the festival (based on the number of participants that you indicated on your application form). For other giveaway items the amounts vary. Please refer to the Application Package in your festival kit for specific distribution instructions on each giveaway. One common method of promotional item distribution is through individual coaches or instructors. Prior to the festival, the organizers will divide the inventory of promotional items by team and deliver to the coach at the beginning of the festival for delivery to each player.

Banners

You will be **LOANED** a CIBC Soccer Fests banner kit for the dates of your Festival. Each kit includes: banners from each partner plus a CIBC Soccer Fests welcome banner. Please ensure that the banners are displayed in a professional manner and in a location where they will receive the most exposure (e.g. registration, refreshment area). It is suggested that the banners are placed in a location where photographers taking pictures of the action will be able to capture them in the background.

Example: Often festival organizers will secure the banners to fencing that surround the fields of play. If this infrastructure does not exist at your festival location, please display the banners using the banner frame kit provided.



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Evaluation Form

Upon the completion of your festival, you will receive an email with the link to the online evaluation form. Your evaluation form is very important because it helps us compile a season-end report for our partners and sponsors. We want to illustrate to them the value of their sponsorship, thus ensuring that this grant program can continue for many years. It would also be greatly appreciated if you could include copies of all website and social media publishing pertaining to your festival. Again, we recommend that you also keep copies for your own records.

After the Festival

Please ensure that you send the banners and hardware back to the Canadian Soccer Association **IN THE SAME KIT IT ARRIVED IN WITHIN 3 DAYS OF THE CONCLUSION OF YOUR EVENT**. This same kit will then be sent to another CIBC Soccer Fests for their event. We would also appreciate it if you email the requested photos of your festival when you send back your banner kit. The preferred method is through a downloadable link as to preserve the overall quality of the images. Evaluation forms can be sent back with your event kit or filled out online via the following link: <https://www.canadasoccer.com/assf-festival-evaluation-form/>

Photos and evaluation forms must be submitted within 30 days of the conclusion of your event. **The second installment of your grant will only be distributed once we have received your banner kit and reviewed your event photos and completed evaluation form.**

Thank you for your participation in the largest grassroots soccer program in the country!

Festival Checklist

Participating Club must commit that technical delivery is compliant with Canada Soccer’s Player Pathway – Long Term Player Development (LTPD) Model. Specifically, the following guidelines of LTPD should be followed.

- No Standings
- No Shootouts
- No Team specific awards (all youth under the age of 12 must receive consistent awards)

For support on how to deliver LTPD programming at a CIBC Soccer Fests please contact your respective provincial Member Association.



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The official title of your festival is: **CIBC Soccer Fests**

- Photographs of the event (digital preferred)

Banners

- CIBC
- Toyota
- Telus
- Allstate
- GoGoSqueeZ
- Storage Vault
- Maple Lodge Farms
- Other club sponsors

- Overall event facility showing location of banners in relation to playing fields
- Sponsor giveaway distribution
- Sponsor activation activities (if applicable)
- Copy of all marketing and promotional materials (articles, advertisements, website information)
- Banners package(s) returned within 5 days of festival (next day if shipping to another club)
- Evaluation and photographs returned within 30 days of festival
- All materials included in the festival package distributed to festival participants
- Banners set up in close proximity to playing fields and main venue area
- It is imperative that there are no conflicting sponsors onsite - refer to the Sponsorship Exclusivity Terms 2024 document for further details regarding conflicting sponsors

Along with your evaluation form we ask that you send us at **least ten (10)** photographs of your festival. The photos should include some of the sponsors' promotional material,

- Team photos, with banners as backdrop
- Sponsor or club representative handing out certificate/other giveaways
- Game play with banners in the background
- Use of sponsor materials

Please note that, once submitted, your pictures will become property of the Canada Soccer and may be used for promotional materials or other publications/reports. So please ensure that you keep copies for your own records

Listed below are some examples of photos we encourage you to take at your CIBC Soccer Fests.



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Festival Photography

Example #1: Sponsor Banners – Taking basic photos of each banner not only shows that the banners were displayed at your festival, but it also demonstrates the exposure that each partner receives.



Example #2: The Action Shot – Taking photos of the kids playing is great! We ask that you try to capture pictures that include the program partner banners in the background.



Example #3: Using Giveaways – Program partners like nothing better than photos of their products in use. Take at least one photo of each of our partners' product being used or held by festival participants.



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Example #4: The Giveaways – We recommend that you take photos of the giveaways on site. This includes the giveaways being prepared for distribution as well as giveaways being distributed.



Example #5: Activations – If your festival has a program partner activating on site, please send us a photo.



Example #6: Entire Venue - It is always great to see a wide shot of the whole venue. This not only gives us an idea of the size of the event, but it also allows us to show our partners what an average festival looks like.



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Example #7: Spectators – The CIBC Soccer Fests program reaches more than just those who are playing, the festivals bring communities closer together.



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