



Circle K Active Start Soccer Fests
Le programme des festivals de soccer premier challenge Couche Tard

2021 SEASON



Dear Canadian Soccer Community,

We are very excited to kick-off the 2021 season of the Circle K Active Start Soccer Fests. This exciting festival program is the largest national grassroots soccer program in the country, connecting hundreds of clubs and communities.

The Circle K Active Start Soccer Fests program is an internationally recognized youth development program targeted at children under the age of 12. The goal of the festival program is to introduce the sport of soccer to youth through a fun-filled event for both children and their families. Aligned with Canada Soccer's Long Term Player Development LTPD model, games are played on downsized fields using smaller versions of balls, nets, and simplified rules, with an emphasis on fun, participation, and good sportsmanship.

The term Active Start comes from Canada Soccer's LTPD model, which is the training philosophy that provides the foundation for the Canada Soccer Pathway. The Canada Soccer Pathway provides a roadmap for players of all ages and aspirations who want to play soccer at the recreational, competitive or high performance EXCEL levels, with the aim of encouraging lifelong participation. For more information on the Long Term Player Development model and the Canada Soccer Pathway, please visit canadasoccer.com/play

To apply to host a festival, applicants must be affiliated with a soccer club in good standing with Canada Soccer and its member Provincial Associations. Once approved, organizers can expect to receive financial grants and promotional materials from Canada Soccer and its sponsors, to host the festival event in each local community. Many clubs hold festivals as their annual season opener or year-end tournament. Clubs are permitted to apply for up to three festivals in a calendar year. Active Start Soccer Fests bring together Canada's local and regional soccer programs in a fun, family-oriented atmosphere.

If you would like more information on the program and are interested in applying for a grant to run a festival through your own club, please visit <https://www.canadasoccer.com/assf-festival-application-form/>

We do ask that you apply as early as possible to allow us to process your application in full. **The application deadline for the 2021 season is June 1**, so be sure to apply soon to secure your spot.

On behalf of Canada Soccer and all of its sponsors we look forward to working with you to make your event a memorable and fun experience for all!

Thank you for your support and for your participation in Canada's national grassroots soccer program!

Best regards,

Active Start Soccer Fests Coordinators



**THANK YOU TO THE FOLLOWING PARTNERS
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FESTIVAL OBLIGATIONS



- A. **Name of Festival**
 - The primary name of your festival is “**Circle K Active Start Soccer Fests**”
 - The event must be referred to under this name in all marketing and promotional materials, including your website
- B. **Sponsorship Exclusivity Terms, Banners**
 - No sponsor will have more than one sponsor banner and this banner can be no larger than 3’ x 8’
 - All banners are to be prominently displayed in main gathering area (e.g. Soccer Fields or other high traffic areas).
- C. **Sponsor Approvals**
 - All clubs must confirm local sponsors at time of application
 - Club can add additional sponsors up to 2 weeks prior to event as long as there are no conflicts and the sponsor is approved for participation in the event by Canada Soccer. After this 2 week deadline, no further sponsors can be added to the event

Canada Soccer reserves the right to add additional sponsors to the festival program up to 2 weeks prior to event. In areas of category conflict, the festival sponsor rights supersede the rights of the local club sponsor.

Festival Sponsor Categories – Please see the Sponsorship Exclusivity Terms Appendix for detailed explanation of conflicting sponsors

D. Proof of Performance (to receive second installment of grant)

The following photographs are required (at least 10 total):

- All banners on display (including club sponsors)
- Overall event facility
- Sponsor activation activities, for example:
 - Allstate on-site activations (*only at applicable festivals*)
 - Circle K on-site activation (*only at applicable festivals*)
 - Teck on-site activations (*only at applicable festivals*)
 - Toyota on-site activations (*only at applicable festivals*)
- Copy of all marketing and promotional materials (newspaper, website, etc.)
- Completed festival Evaluation

- E. **Sponsor Giveaways**
 - Items to be determined



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SPONSOR EXCLUSIVITY



- (A) **Allstate** has sole exclusivity in the category of **property and automobile insurance**.
- (B) **Circle K** has the sole exclusivity in the category of **convenience stores**.
- (C) **Teck** has the sole exclusivity in the category of **Mining or metals**.
- (D) **Toyota** has the sole exclusivity in the category of **mobility**.

Please note that Canada Soccer and its many partners have been going onsite to participate in the event. The sponsors are very supportive of the program and your club; they appreciate your efforts in delivering a great event for the kids in attendance.



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FESTIVAL PROMOTIONAL ITEMS & DISTRIBUTION INSTRUCTIONS

Included in your festival package are a series of sponsorship giveaways aimed at elevating the enjoyment of the children participating in your festival. Active Start Soccer Fests would not be possible without the support of Canada Soccer's Festival Partners, so it is important to ensure that giveaways be delivered to the participants in an effective and organized manner. This is the responsibility of the club contact to do so at some point during the Festival.

Please follow the below distribution instructions*:

- Canada Soccer Participation Certificates** – one per player
- Canada Soccer Stickers and Tattoos** – one per player
- Canada Soccer String Bags** – one per team

**Please note that these offers are subject to change at any time.*

As part of your post-event report, we ask that you include photographs (digital preferred) of the products being distributed and enjoyed by the participants in your post-festival package that is returned to us.



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