



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

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



**THANK YOU TO THE FOLLOWING PARTNERS
FOR PROUDLY SUPPORTING SOCCER ACROSS CANADA**

