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ACTION BULLETIN

Bulletin #: A2021-022
Date: Nov. 3, 2021
To: Ontario Soccer; District Membership, ORA and Associate Members
CC: Ontario Soccer Board of Directors, Staff
From: Bjorn Osieck, Director, Business Operations
Subject: Launch of DAZN – Ontario Soccer Marketing Program

Having achieved robust progress in our province-wide Return to Play activities this Outdoor Season by working hand-in-hand with Ontario Soccer members at all levels of the game, Ontario Soccer continues to look for additional ways to support our member organizations to **Pitch In. Play ON!**

At this time, Ontario Soccer is teaming up with DAZN, a leading global sports streaming service, to bring an exciting fundraising opportunity for the 2021-22 season to its member Districts, Clubs, Academies and Leagues to support grassroots soccer across the Province. As this is a non-exclusive partnership, Ontario Soccer is also exploring collaboration opportunities with other soccer streaming services to bring even greater value to our membership.

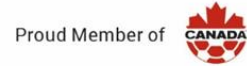
DAZN is committed to bringing the world of football/soccer to families across the province through their sports streaming service, which includes exclusive access to every English Premier League, UEFA Champions League, UEFA Women's Champions League match and more – all live and on demand, on any device.

As part of this fundraising program, participating Ontario Soccer member organizations will receive a commission payment for any subscription traffic they refer. This provides the best of both worlds to participating groups by creating potential fundraising success, while allowing their participants to watch exhilarating matches involving such Canadian Soccer Icons as Alphonso Davies and Kadeisha Buchanan.

Any Ontario Soccer member organization in good standing can participate in this program to promote DAZN subscriptions to their participant base.



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The Value to Participating Organizations:

For every Free Trial and Subscription that your member organization drives to DAZN through your unique member URL and links you will receive:

- **\$10 for every Free Trial;**
- **\$30 for every Monthly subscriber;**
- **\$40 for every Annual subscriber.**

How It Works:

The initial set-up is quick and easy via DAZN's partner management platform (Partnerize). Member Organizations will be provided with a unique tracking link and URL for you to use on your website, social media, newsletters and other communication channels to generate referrals.

When signing up for Partnerize, you can link your organizations banking information with the platform to allow seamless handling of all monthly commission payments, if applicable, as well as, to access real time tracking and analytics.

To further support your marketing efforts, DAZN will provide all participating groups with brand logos, marketing assets, messaging and collateral materials to make your promotional efforts as turnkey, as possible.

How To Sign Up:

If your organization is interested in participating, then please [send an e-mail](#) indicating your group's intention to participate.

Upon receipt of your e-mail request, a member of the DAZN Affiliate Partner Team will respond with a welcome package and instructions on how to sign up for their partner platform.


Take advantage of this great offer to support your organization's recovery efforts and to keep your members engaged with great soccer content year-round and inspire your players by empowering them to actively follow our female and male Canadian Soccer Stars in Europe.



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Ontario Soccer would like to again thank all member groups for your patience, resilience and never-ceasing passion and conviction to help our community to safely Return to Play. Together, we successfully enabled over 160,000 participants to safely return to soccer fields all across Ontario this summer to **Pitch In. Play ON!**

Thanks to updated government directives, we are also in the fortunate position to be able to plan for Indoor play during this upcoming Indoor Season. We are looking forward to working closely with all our member organizations to continue to facilitate the recovery and rebuilding of soccer in Ontario. Please check out our recently released additional 2021-2022 Indoor Soccer Pitch IN. Play ON! promotional assets by clicking [here and let your participants know that "Indoor Soccer is ON!"](#)

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

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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