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## ACTION BULLETIN

**Bulletin #:** A2021-010  
**Date:** May 26, 2021  
**To:** Ontario Soccer; District Membership, ORA and Associate Members  
**CC:** Ontario Soccer Board of Directors, Staff  
**From:** Bjorn Osieck, Director, Business Operations  
**Subject:** Exclusive Preview of the Pitch In. Play ON! 2.0 Return to Play Marketing Campaign

Last week, the [Government of Ontario announced](#) the easing of restrictions of outdoor activities. The current, estimated start date for Step 1 (Ontario Soccer's "Phase 1") of the Government of Ontario's new Opening Framework is June 14, 2021.

As such, Ontario Soccer is delighted to share an exclusive preview of and access to our **2021 Return to Play Marketing Campaign** with our membership.

Building on the launch of the "**Pitch In. Play ON!**" campaign that led our Return to Play efforts last year for the 2020 Outdoor Season, Ontario Soccer has proactively created a marketing campaign including a comprehensive starter kit of digital resources and marketing assets that is being provided to all our member organizations today **under an embargo**.

The **Pitch In. Play ON! - PIPO 2.0** is a follow-up Return to Play marketing campaign designed by Ontario Soccer for its membership to help rebuild consumer confidence and registration as Clubs, Academies, Districts Associations and Leagues transition back to Return to Play with a view to the all important 2021 Outdoor Season.


To ensure proper marketing relevance and impact, Ontario Soccer has worked closely with two marketing focus groups comprised of representatives from member Districts, Clubs, and Academies earlier this year and presented our findings to the District President's Forum in mid-March to confirm and validate our promotional direction.



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The excellent guidance and feedback received from our membership confirmed that for our 2021 RTP Marketing Campaign, **Pitch In. Play ON!** still had considerable brand equity and runway left to lead us to and through the 2021 Outdoor Season, rather than launching a net new campaign.

It also enabled us to build out a season-long Return to Play marketing campaign plan and identify and produce priority resources and tools to empower our member organizations to leverage for their own local marketing efforts to bring participants back to pitches across the Province, as soon as Government directives do permit.

Borrowing from the campaign in 2020, **Pitch in, Play ON! 2.0** has a refreshed look and feel, while continuing to embrace the notion of community building and pitching in, as well as the multiple meanings of "Play ON!" to bring it into the future.

The Return to Play campaign will seek to:

- **Reinvigorate our members,**
- **Rebuild communities,**
- **Recharge health and wellness,**
- **Restore consumer confidence,**
- **Reactivate participation among players, coaches, match officials and volunteers.**

Originally set to launch on April 1, 2021, Ontario Soccer had intentionally delayed the start of the campaign due to the Government imposing the current Stay-at-Home order.

However, as restrictions are now being reduced and with our overall situation set to gradually improve in the coming weeks, we will be publicly launching the Return to Play Marketing Campaign, as soon as the Stay-at-Home order is lifted or the Public Health Restrictions allow for organized, outdoor team sports to return.


In the lead-up to the estimated start date of June 14, 2021, Ontario Soccer member organizations are exclusively receiving pertinent resources, marketing collateral and related information for your direct use **under an embargo** to enable you to duly prepare your own RTP marketing launch activations.

Please review and consider using the resources provided,



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**HOWEVER, please do NOT deploy them until the PIPO 2.0 campaign has been formally launched by Ontario Soccer. You will be informed of the launch by an information bulletin.**

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

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Building on the foundation of the initial starter kit, Ontario Soccer will continue to engage with the membership throughout the Outdoor Season 2021 with further community consultation, updated resources, refreshed graphics, innovative partner activations and other efforts to celebrate and amplify the return of the beautiful game.

Ontario Soccer would like to thank all member groups for their patience, resilience and never-ceasing passion and conviction to help our community to safely Return to Play. We are looking forward to working closely with you to bring soccer back to its feet during Outdoor 2021.

#### **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.

If you have not subscribed to our weekly e-Newsletter, [Subscribe to INSIDE THE 18](#). Follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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