



SPONSORSHIP POLICY

As a Member of the Ontario Soccer Association (OSA) and by affiliation, the Canadian Soccer Association (CSA), the Eastern Ontario District Soccer Association (EODSA) is the governing body for soccer in Eastern Ontario and has been since 1978 - 26 years. The EODSA represents over 46,600 registered Players from 69 Member Clubs within the geographic areas of the Regional Municipality of Ottawa-Carleton; the Counties of Prescott-Russell, Stormont, Dundas, Glengarry and Lanark; North Grenville; and the Village of Merrickville-Wolford in the County of Leeds-Grenville.

The EODSA has established strong community ties through the support of our Membership and Member Associations, Leagues and Tournaments. Given this, sponsorship of the EODSA should prove to be a most cost effective means for a company, institution or group of achieving reasonable marketing and communication objectives to Eastern Ontario.

Proposals will be considered in all categories except sponsorships by any Member Clubs or Associations. Sponsorship should complement the existing values of the organization as well as provide a natural link with the EODSA. A 30-day minimum lead-time is required prior to the event or commencement date of the potential sponsorship. Proposals received with a shorter lead-time are unlikely to be considered.

All proposals must be submitted in writing either by mail, fax or email. They will then be reviewed by the District Board of Directors to assess suitability, feasibility and resources required. The District Office will then notify the applicant of the status of their proposal.

WHAT THE EODSA WILL PROVIDE TO SPONSORS

The EODSA realizes that sponsorship is not a donation (in cash or kind) for which little or no commercial return is expected. Therefore, we are willing to provide the sponsor with a selection of the following:

- Adopting the sponsor as 'The Official Sponsor of the EODSA';
- Creative ideas for utilization of the sponsorship;
- Cross-promotional opportunities with other sponsor partners;
- Exclusivity;
- Main media promotion time/space (logo included);
- Naming rights;
- On-site sales opportunities;
- Provide opportunity for key customer hospitality;
- Signage opportunities;
- Specific targeting of one of our primary demographics.

The value of benefits would be commensurate with desired sponsorship investment.

The EODSA will not accept as a sponsor:

- Sponsors with a political and/or religious connection;
- Sponsors who denigrate, exclude or offend any distinct group or groups;
- Sponsors who create environmental hazards.

APPLICATION CHECKLIST

The following information is suggested to enable a thorough evaluation of your proposal of sponsorship:

- An overview of any marketing ideas you wish the EODSA to participate in;
- Any market research regarding your product/service;
- Any pertinent timelines;
- Concise description of your wishes concerning sponsoring the EODSA;
- Description and history of the sponsor property;
- Estimated return you are targeting;
- Lists of charities or other sponsorships you'd like the EODSA to work with.

PROPOSALS SHOULD BE MAILED TO:

Eastern Ontario District Soccer Association
1150 Morrison Drive, Suite 303
Ottawa ON K2H 8S9
Canada

OR E-MAILED TO:

admin@eodsa.ca

OR FAXED TO

613-317-1844