

2024 Football Ontario Team Ontario Title Sponsor



Request for Proposal (RFP)

Summary of Key Dates

Issue Date: October 12

Closing Date for Response: November 14

Selection Date: December 5

Table of Content

| | |
|--|-----------|
| 1. Introduction and Background | 3 |
| 1.1 Who is Football Ontario? | 3 |
| 1.2 What is Team Ontario? | 3 |
| 1.3 Project Summary | 4 |
| 1.4 Agreement Term | 4 |
| 1.5 Sponsorship: Team Ontario Value | 5 |
| 1.6 Commitment to Football Ontario | 7 |
| 1.7 Key dates | 8 |
| 1.8 Communication and support during RFP process | 8 |
| 1.9 Proposal Addenda and Rule Withdrawal | 8 |
| 1.10 Legal Terms | 8 |
| 1.11 Proposal Costs..... | 8 |
| 2. Design and Content | 9 |
| 2.1 Marketing Objectives | 9 |
| 2.2 Key principles | 9 |
| 3. Mandatory Guidelines | 10 |
| 3.1 Key Guidelines for RFP | 10 |
| 3.2 RFP Pricing | 10 |
| 3.3 RFP Questions | 10 |
| 3.4 RFP Format..... | 11 |
| 3.5 Rejection of Non – Responsive Proposals | 11 |
| 4. Selection Criteria | 12 |
| 5. Contact Person | 12 |
| 6. Legal | 13 |

1. Introduction and Background

1.1 Who is Football Ontario?

Football Ontario is a Provincial Sport Organization (PSO) which is formally recognized by the Ministry of Tourism, Culture and Sport as the governing body of amateur football in Ontario. As the recognized PSO, Football Ontario plays a crucial role in developing the sport of football across the province by encouraging participation in both recreational and competitive sport programs for all ages, demographics, and genders. Football Ontario is a self-governing organization that is responsible for: developing football; developing grassroots programs; providing a competitive pathway for athlete development; selecting provincial teams; recruiting and training coaches, officials, and volunteers; conducting provincial championships; and ensuring all member clubs operate within Football Canada's (NSO) and the Ontario Government's rules and regulations.

Football Ontario currently has over 80 individual associations and clubs that it governs all across the province. Football Ontario has over 25 000 members between its coaches, athletes, officials, and volunteers. By partnering with the organization's flagship program, the partner would not only gain exposure with all of these members but also their families, friends, and more.

There is a total of 10,000+ tackle athletes involved with Football Ontario

- 700+ kids under the age of 12
- 5,000+ kids between the ages of 12-16
- 4,000 + kids 17+

Our Flag Program contains 8,500+ athletes registered within our association

- 1000+ females involved
- 7,000+ males from 8-18

There are a total of 1,500+ Member Coaches involved with Football Ontario

1.2 What is Team Ontario?

Team Ontario represents the top football talent the province of Ontario has to offer at various different age levels. Team Ontario participates in both provincial and national tournaments against the best competition Canada has to offer with many eyes watching. To become a member of Team Ontario, the athletes go through a long path that is made up of several phases, such as the Football Ontario Futures and High Performance Academy.

The Football Ontario Futures Program is an open identification process for Ontario football players ages 12-18. The goal of this program is to create a streamlined identification process that is as inclusive as possible to allow all to be evaluated. Football Ontario wishes to create an entry point for player to develop into high-performance pathways, measure specific metrics, and grant players exposure and promotion to help further their football careers. Football Ontario focuses on six key factors when it comes to developing future athletes:

- Prioritizing Athlete Safety
- Standardization and Recruitment
- Creating Accessible Online Interactive Content
- Early Introduction to High Performance for U14 Athletes
- Off-Season Training and Development
- Tracking of Individual Performance

In 2023, Football Ontario saw over 1000 athletes take part in the Futures and Identification process across the province. Football Ontario pulls from all over Ontario, from London to Ottawa.

Football Ontario's High Performance Academy is the second phase of the Team Ontario selection. The High Performance Academy takes place in the Spring with the Top 150-200 players being named across three separate regions in each of the organization's age groups. These players are then invited to Team Ontario Development Camps across the province to showcase their talents and make their case on why they should be chosen to represent the province. The High Performance Academy includes:

- Highly Trained Coaches
- Customized Workout Regimens
- Partners/Sponsors are Present
- Merchandise Available
- Guest Speakers and Virtual Programming
- Access to University Level Facilities

1.3 Project Summary

The purpose of this "Request for Proposal" is to identify the official "Team Ontario Sponsor" for Football Ontario. This sponsorship will cover the entire Team Ontario program, including men's and women's teams at each age level. This is designed to be a sponsorship which will greatly benefit both participating parties. Football Ontario is committed to providing all Team Ontario teams with a high-quality experience to enable them to participate and excel at the national level.

Football Ontario is seeking a long-term partner that will become tightly linked to Football Ontario and our community. This partnership will align all of Team Ontario with your brand in order to create strong value for your company. Our names and logos will be together on all imagery, naming and branding. We will work together to create a marketing plan that will create the maximum possible value for both your brand and Football Ontario.

The purpose of this RFP is to provide a fair evaluation process for all candidates and to provide candidates with the evaluation criteria for which they will be judged upon. We require a sponsor that has a strong brand image and a strong position within the football community in both Canada and Ontario. This will allow you to leverage our exposure as the leader of football in Ontario.

The management team encourages creative responses and candidates may choose to provide approaches outside those described below (Section 2: Design and Content). This partnership will begin on an agreed upon date following the selection of the sponsor.

1.4 Agreement Term

The term of the agreement shall commence on the selection date specified (section 1.5) for a three-year term with an additional two-year optional extension based on the relationship we are able to build during the preceding contractual term. Football Ontario shall not incur any liability should it choose not to exercise its exclusive option to not renew the agreement for the option period.

1.5 Sponsorship: Team Ontario Value

Team Ontario participates in Regional and/or National events at all age levels. As of today, there will be 14 Teams that represents the province in 2024:

- U14 Men's Tackle Team
- U16 Men's Tackle Team
- U18 Men's & Women's Tackle Teams
- U14 Men's & Women's Flag Teams
- U16 Men's and Women's Flag Teams
- U18 Men's and Women's Flag Teams
- 18 Men's and Women's Flag Teams
- SR Men's and Women's Flag Teams

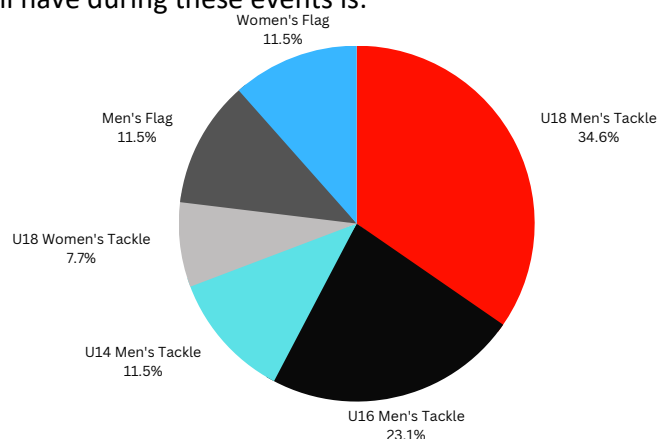
These teams participate in various events across the country, such as the:

- Football Canada Cup (U18 Men's Tackle)
- Eastern Regional Challenge (U16 Men's Tackle)
- Red vs Black Provincial Showcase (U18/U16/U14 Mens Tackle)
- Women's National Championship (U18 Women's Tackle)
- Flag Nationals (SR/18/U18/U16/U14 Flag)
- Flag Provincials (SR/18/U18/U16/U14 Flag)

With the support of a Team Ontario Sponsor, Football Ontario is targeting the inception of a women's team at each age level. As Team Ontario participates in the National events listed above, the top players may be selected to represent Team Canada in international games and tournaments. Team Canada plays approximately 10 games per season and has an average reach of 500 people per game.

As mentioned previously in section 1.2, with the Futures and High-Performance Academy, the sponsor will receive additional value as their brand will have a large presence at all of these events. The average amount of exposure the brand will have during these events is:

- U18 Men's Tackle: 450 Participants
- U16 Men's Tackle: 300 Participants
- U14 Men's Tackle: 150 Participants
- U18 Women's Tackle: 100 Participants
- Men's Flag: 150 Participants
- Women's Flag: 150 Participants



The selected sponsor will be the main sponsor for Team Ontario. Football Ontario would receive monetary payments in exchange for high visibility alongside the team and each of its games and in all member communications, grassroots programs, high-performance programs, events, and major member meetings.

A key benefit the sponsor will receive is branding on all Team Ontario apparel and uniforms to increase brand presence, as well as the promotion of the sponsorship during games and special events.

The sponsorship will include promotion on the Football Ontario website, newsletters, promotional campaigns, releases, in person events, as well as a certain number of social media monthly activations. This contract will tie in directly with our marketing plan which will fully leverage the partnership. This partnership will also include exclusive offers provided to our member clubs and organizations. Football Ontario currently has a membership mailing list of over 50 000 athletes and parents which promotional material would also be sent to. The organization also possesses a subscription based mailing list with 18 000+ subscribers.

If an agreement can be reached, the selected brand will be named as the “Official Sponsor of Team Ontario.” Your company can take advantage of the promotion and marketing potential due to the ever-increasing exposure of the Football Ontario programs at the regional, provincial, national, and international levels.

KEY SOCIAL METRICS FROM 2023

RedBlack Weekend

- RedBlack Draft Stream Viewed Approximately 2000 Times
- RedBlack Games Stream Viewed Approximately 5500 Times
- Over 800 Tickets Sold In-Person
- Approximately 100 000 Accounts Reached Over Social Media over the Weekend

Women’s Nationals

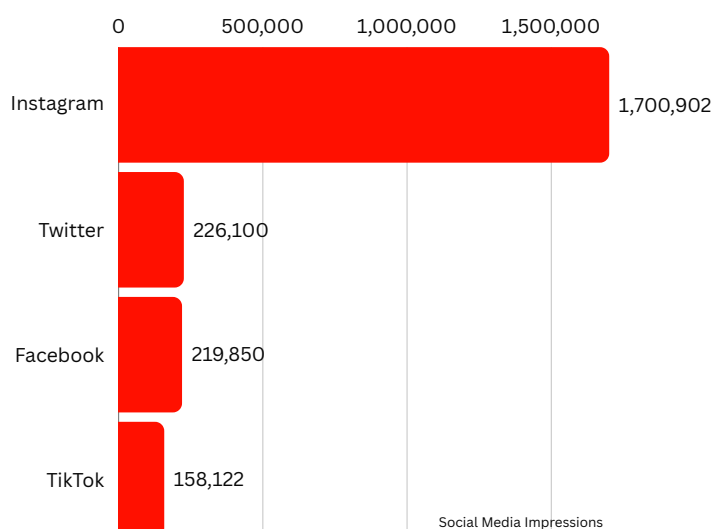
- Approximately \$30 000 in Ticket Sales
- Tournament Games Stream Viewed Approximately 36 000 Times on Football Canada YouTube
- 8 Teams (6 Provinces + National Indigenous Team)
 - 176 Athletes and 80 Coaches/Staff
- Approximately 500 000 Impressions on Social Media During the Tournament

High Performance Season (June/July)

- Twitter - 226 100 Impressions
- Instagram - 1,700,920 Impressions
- Facebook - 219 850 Impressions
- TikTok - 158 122 Views

Social Media Views

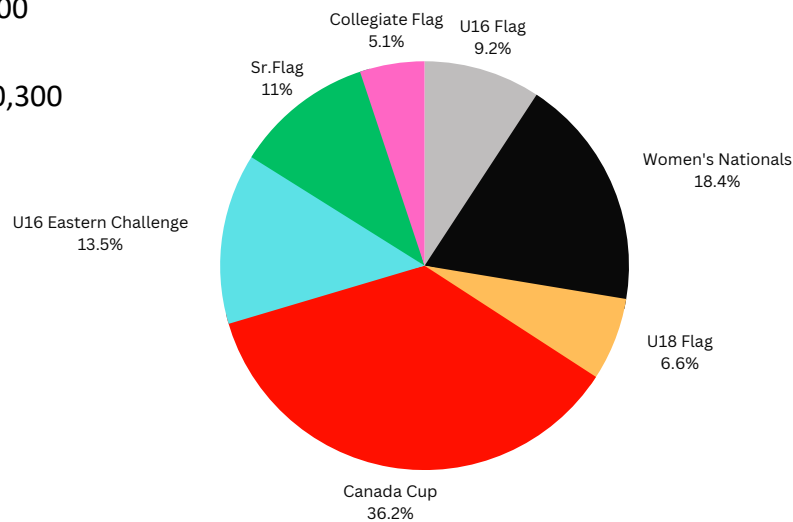
- Our instagram approximately had 749,145 views on reels



Football Canada Stream Numbers 2023

Football Canada YouTube streams had over 200,000 views for National Events this year.

- U16 Flag - 18,600
- Women's Nationals - 37,000
- U18 Flag - 13,000
- Canada Cup - 72,000
- U16 Eastern Challenge - 27,200
- Sr Flag - 22,100
- Women's Collegiate Flag - 10,300



Football Ontario Local News Media Examples

- <https://www.sootoday.com/pursuit/korah-footballer-captures-gold-at-national-womens-championship-7374501>
- <https://www.thesudburystar.com/sports/local-sports/we-just-gave-it-our-all-st-bens-trio-savours-national-girls-tackle-title>
- <http://www.orleansonline.ca/pages/S2023081701.htm>
- <https://www.baytoday.ca/local-news/berube-opening-doors-for-female-football-players-7108806>
- <https://www.sootoday.com/pursuit/she-amazes-me-korah-football-star-ready-to-tackle-competition-for-team-ontario-7252465>

1.6 Commitment to Football Ontario

Football Ontario reserves the right to withdraw this RFP at any time and for any reason. Receipt of proposal materials by Football Ontario or submission of a proposal to Football Ontario confers no rights upon the proposer nor obligates Football Ontario in any manner.

A contract, based on this RFP, may or may not be awarded. Any contract resulting in an award from the RFP is invalid until properly approved and executed by the Football Ontario board of directors. Any agreements shall be constructed and interpreted according to the laws of the province of Ontario.

1.7 Key Dates

| Dates | Context |
|---|-------------|
| RFP Release | October 12 |
| Questions for RFP | October 31 |
| Proposal | November 14 |
| Questions from Football Ontario regarding RFP proposals | November 30 |
| Final decision on accepted proposal | December 5 |

1.8 Communication and support during RFP process

The contact for this project is Aaron Geisler, Executive Director of Football Ontario.

Phone number: (519) 719-2322

Email: ageisler@footballontario.net

Any questions concerning requirements, contractual terms and conditions, or proposal format must be directed to the contact person listed above.

1.9 Proposal Addenda and Rule Withdrawal

Prior to the deadline date specified for receipt of proposals, a proposal may be withdrawn by submitting a written request for its withdrawal to the contact listed above.

Unless requested by the Football Ontario will not accept any addenda, revisions, or alterations to proposals after the proposal due date.

1.10 Legal Terms

This RFP document and process is subject to legal terms found at the end of this document. Companies not able to accept these terms should not submit proposals.

1.11 Proposal Costs

Any costs incurred in the preparation and presentation of proposals in any way whatsoever shall be wholly absorbed by the vendor.

2. Design and Content

2.1 Marketing Objectives

Football Ontario will be continuing to utilize our #WeAreFootballOntario, #FootballForALL and #ALLIN marketing campaigns to grow and market out Team Ontario communications. It is set to include several social media posts per week across all our media platforms as well as email blasts to over 18,000 individual emails on our email list as well as 25 000 members of our membership list. The content we create will also be shared across all league platforms and association platforms. We will be placing your logo prominently on the website placed beside the Team Ontario pictures, sponsorship section as well as beside the Football Ontario logo on each page as well as on all social posts or messaging in relation to the Team Ontario Program.

2.2 Key Principles

The following key principles will be paramount:

- Brand recognition
- Position within the football community
- Desire to create strong long-term relationship
- Brand embodies and aligns with Football Ontario
- Brands share similar messaging
- Supports and highlights member clubs' brands
- Brand messaging acceptable for all ages
- Brings intrinsic value to Football Ontario
- Ability to generate public interest and demand



3. Mandatory Guidelines

3.1 Key Guidelines for RFP

A full document provided will be necessary for the acceptance of a proposal. We encourage potential sponsors to create a presentation to be pitched to our business development committee over video call. The pitch will be highly favorable for the company proposing. The pitch must include everything that is required in this RFP.

- Please provide intrinsic value you will provide
- Payment makeup (cash and in-kind)
- The RFP must include logo placements

3.2 RFP Pricing

The selected organization will appoint one key staff as a main point of contact during our partnership. Pricing shall be based on value that our league holds from future use.

The corporate sponsorship will be based on an annual value of between \$15 000 - \$30 000 total annual value inclusive of financial, in kind, promotional, product and discount payments.



3.3 RFP Questions

1. Please describe your expertise and experience in the world of sport and/or with non-profit organizations.
2. List three contracts your firm has completed within the last three years that best reflect your work and briefly describe the role your firm played in each project.
3. Provide three client references. We will not contact your references unless your firm is one of the final candidates.
4. Tell us why your firm is interested in being the official sponsor for Team Ontario under Football Ontario.

5. Please describe in detail how you would work with us to fix any issues and to develop new and exciting ways to market our partnership.

3.4 RFP Format

The response format will be evaluated based on the following areas to include:

1. Title Page: your legal company name and any other subsidiary name your company has, address, telephone number, and contact person.
2. An introduction letter signed by the person or persons authorized to sign on behalf of the company
3. A summary of your proposal and answers to the RFP questions found in 3.3.
4. Full description of your proposal, please divide this by section.
5. Breakdown of payment structure.

3.5 Rejection of Non – Responsive Proposals

Proposals shall be considered non-responsive if they contain omissions, alterations of unacceptable conditions or limitations, or other irregularities of any kind. Football Ontario may reject proposals considered non-responsive.



4. Selection Criteria

The following criteria will be the basis upon which the Football Ontario management team will evaluate proposals:

- Strength of Brand
- Position in their respective market (in relation to competitors)
- Relevance of brand in relation to Football Ontario
- Competitive offering(s)
- “Fit” with Football Ontario and Team Ontario image
- Added intrinsic value
- Experience sponsoring amateur sport or PSO
- Objectives must align with Football Ontario audience and our objectives.
- Mutually beneficial agreement

5. Contact Person

Proposals are to be submitted to:

Aaron Geisler

Executive Director for Football Ontario

21 King Street West, 5th Floor

Hamilton, Ontario, L8P 4W7

Tel: (519) – 719 - 2322

ageisler@footballontario.net

Proposals are to be submitted via e-mail, in PDF format, to the e-mail address listed above. Proposals will not be accepted after the deadline.



6. Legal

You must follow these guidelines and requirements when preparing and submitting your proposal:

- A. Late proposals will not be accepted, opened, or read, under any circumstances.
- B. Once the Football Ontario Management Team is in receipt of the proposal, we will not allow any changes or modifications to the submission. Please make sure that the submission is final.
- C. Once submitted, the sponsor proposal can be withdrawn at any time before April 6/22
- D. The statements made in the proposal are binding; therefore, an authorized representative of the company, preferably an officer, must sign the proposal.
- E. The Vendor is bound by the price quoted subject to any changes by Football Ontario management team in design and must provide written notice to the Football Ontario management team.
- F. Should the vendor wish to change the costing model as per the RFP they must provide within 90 days' written notice to the Football Ontario management team. In this case, the Football Ontario management team retains the right to seek out other vendors for that item.
- G. The Vendor's quote must include all associated costs, taxes, and fees.
- H. The proposal must clearly state any need for sub-partners, the work they will perform, their legal and subsidiary names, addresses, telephone numbers, email addresses and expertise. The Football Ontario management team will not refuse a proposal based upon the use of sub-partners; however, we retain the right to refuse the sub-partners you have selected.
- I. By submitting the proposal, the Vendor agrees to all the terms and conditions of this Request for Proposal.
- J. The Football Ontario management team and the partner agree that all details of this Request for Proposal process, including both financial information and proposal concepts, shall be confidential during this process, and thereafter, and do whatever is reasonably necessary to preserve such confidentiality.
- K. The Vendor agrees to notify and seek approval in writing from the Football Ontario management team prior to making any announcements of the awarding of the RFP, partnership with Football Ontario partners, or the use of any graphics or logos.
- L. Football Ontario will not be liable for any costs or expenses incurred in the preparation of this proposal
- M. The Vendor, if chosen, shall undertake to indemnify Football Ontario against claims and litigation (including legal fees) related to/arising from the activities of the service provider.