



SPRING/SUMMER PROGRAMS

"SOCCER IN THE COMMUNITY"

Introduction

The “SOCCER IN THE COMMUNITY” campaign targets and inspires young players to play football and stay in the game for life.

The first, and most important, objective of “SOCCER IN THE COMMUNITY” is to encourage young players to participate in football. We want to ensure that every child who wants to play the game has the opportunity to do so.

“SOCCER IN THE COMMUNITY” Skill Festivals are a great Fun event that Soccer CB is offering to the Cape Breton community.

It is a mixture of various fun activities, games, and a new method to develop techniques, with an emphasis on fun, participation, and good sportsmanship.

Soccer CB festival staff will lead a 1hr session for groups of up to 100 players that promotes maximum player retention and optimum player wellness. Local coaches will be encouraged to be involved in the activities.



Clubs, communities and schools will be encouraged to schedule a “SOCCER IN THE COMMUNITY” Skills Festival by contacting Soccer Cape Breton scbtechnical@bellaliant.com



Objectives

The “SOCCER IN THE COMMUNITY” campaign will support schools communities and member clubs as they strive to create awareness of and develop soccer for youth players in their respective communities.

The objectives of the “SOCCER IN THE COMMUNITY” campaign is to:

- Increase participation of youth players in soccer
- Increase the popularity of youth soccer regionally, provincially, and nationally
- Spark, foster and generate excitement about soccer participation
- Create the best platforms for youth soccer to thrive, with more players becoming lifelong participants in the sport
- Ensure that soccer is the number one sport for youth across the region in terms of participation and popularity
- Create opportunities for players in rural areas and indigenous communities

Implicit “SOCCER IN THE COMMUNITY” campaign messages are:

- Young boys and girls will be inspired to participate in the world’s most popular game and show that they can achieve their goals through soccer.
- Soccer is growing rapidly in Canada and provides excellent opportunities for girls and boys to develop healthy lifestyles and participate in the sport as players and professionals.
- Male and Female players around the world are role models of footballing excellence and technique, perseverance, discipline, teamwork, respect, and fair play.

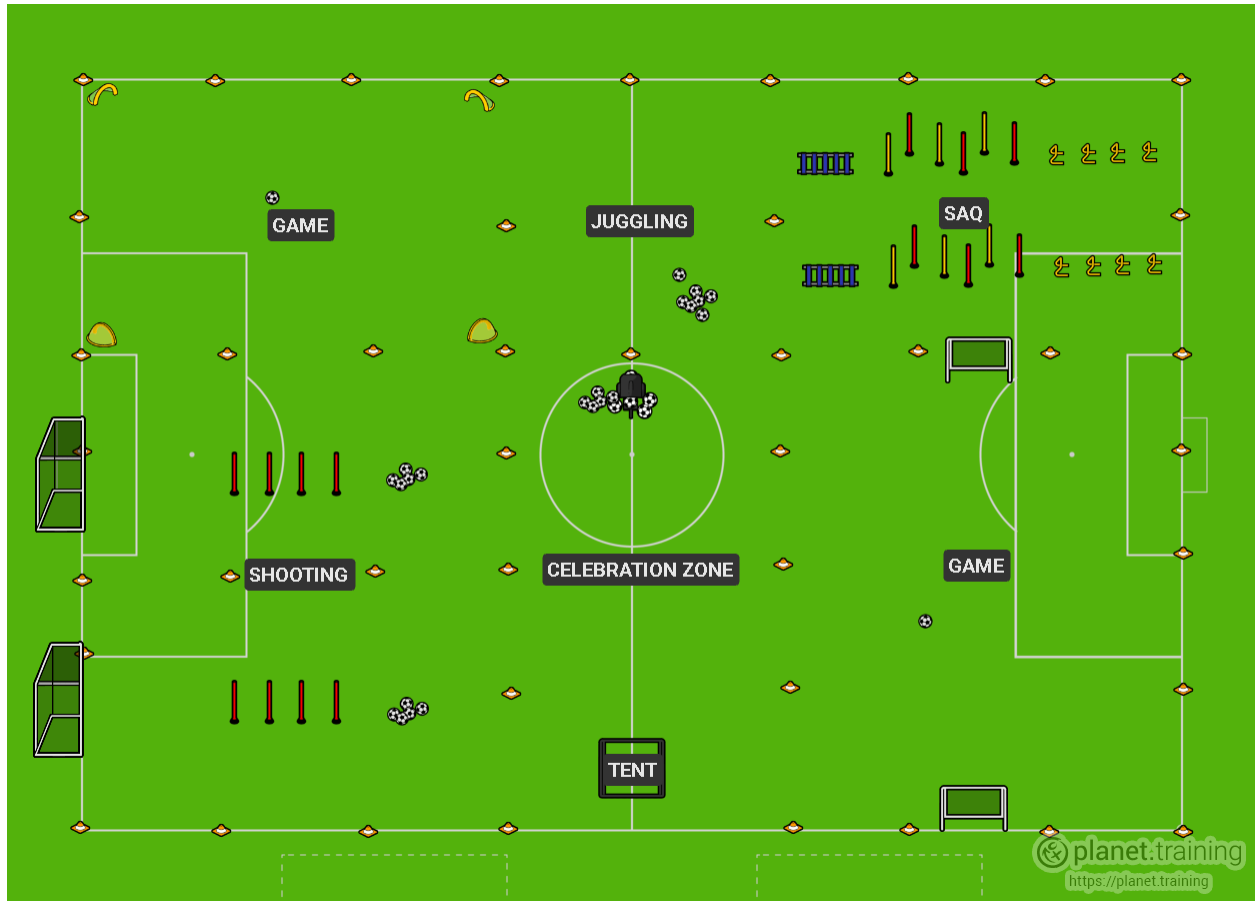
Impact

The plan is to hold between 15 and 20 events at schools and Soccer Cape Breton member clubs throughout the Spring and Summer of each year, with an estimated reach of between 1,200 to 1,800 players on all areas and communities of Cape Breton, the impact and coverage of players in all corners of the region is extensive.

Delivery

Under the direction of the Soccer Cape Breton Technical Director, teams of 4 or 5 festival staff will be trained to deliver the skills festivals.

The layout would be aligned with the LTPD and G.A.G guidelines and have a selection of SSG's, SAQ and technical exercises, an example is shown below.



Costs

Costs have been estimated to set up, purchase equipment and run the festivals for a 3-year period consecutively.

Soccer in the Community				Year 1	Year 2	Year 3	Project Total	
Income								
Government Grant Sponsorship				\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00	
Total Income				\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00	
				Year 1	Year 2	Year 3		
Equipment								
	Price	Quantity	Events					
<i>Soccer Balls</i>	\$15.00	40		\$600.00	\$150.00	\$150.00	\$900.00	40 soccer balls purchased in year 1, with 10 replacement balls each year
<i>Bibs</i>	\$7.50	40		\$300.00	\$75.00	\$75.00	\$450.00	40 colored bibs purchased in year one, with 10 replacement bibs each year
<i>Cones</i>	\$45.00	2		\$90.00	\$45.00	\$45.00	\$180.00	2 sets of 40 colored cones purchased in year 1, with 1 set replaced each year
<i>Hurdles</i>	\$9.00	10		\$90.00	\$0.00	\$0.00	\$90.00	10 Hurdles purchased in year 1
<i>Equipment bag</i>	\$80.00	1		\$80.00	\$0.00	\$0.00	\$80.00	1 Equipment bag purchased in year 1
<i>Poles</i>	\$9.00	4		\$36.00	\$0.00	\$0.00	\$36.00	4 slalom poles purchased in year 1
<i>Pop up net</i>	\$66.00	4		\$264.00	\$0.00	\$0.00	\$264.00	2 Pop up nets purchased in year 1
<i>Flags</i>	\$150.00	2		\$300.00	\$0.00	\$0.00	\$300.00	2 Display flags
<i>Banners</i>	\$60.00	1		\$60.00	\$0.00	\$0.00	\$60.00	1 Advertising Banner
<i>Tent</i>	\$800.00	1		\$800.00	\$0.00	\$0.00	\$800.00	1 Display Tent
<i>Table</i>	\$100.00	1		\$100.00	\$0.00	\$0.00	\$100.00	1 Foldable table
<i>Table Cover</i>	\$250.00	1		\$250.00	\$0.00	\$0.00	\$250.00	1 Display Table cover
<i>Certificate/Gift</i>	\$0.65	1000	20	\$650.00	\$650.00	\$650.00	\$1,950.00	Promotional give aways
<i>Speaker System</i>	\$250.00	1		\$250.00	\$0.00	\$0.00	\$250.00	Portable PA System
<i>Equipment Repair</i>	\$200.00	1		\$200.00	\$200.00	\$200.00	\$600.00	Repair of equipment
<i>Delivery Costs</i>				\$200.00	\$50.00	\$50.00	\$300.00	
Sub Total				\$4,270.00	\$1,170.00	\$1,170.00	\$6,610.00	
Transport								
<i>Van</i>	\$100.00	1	20	\$2,000.00	\$2,000.00	\$2,000.00		Van Rental to transport equipment
<i>Gas</i>	\$60.00	1	20	\$1,200.00	\$1,300.00	\$1,500.00		
Sub Total				\$3,200.00	\$3,300.00	\$3,500.00	\$10,000.00	
Staff (4x staff)								
	\$30.00	4	20	\$2,400.00	\$1,200.00	\$1,200.00	\$4,800.00	4 staff at \$30 per event
Marketing								
	\$1.00	200	\$1.00	\$200.00	\$220.00	\$242.00	\$662.00	Posters and fliers
Total Expenses				\$10,070.00	\$5,890.00	\$6,112.00	\$22,072.00	

A large part of the costs will only apply to the purchasing of items such as promotional and soccer equipment in the first year, the costs for following two years will be almost entirely transport and staff wages.

Sponsorship & Partnership

Because of the Geographical area covered with the “SOCCER IN THE COMMUNITY” campaign, the opportunity to have sponsorship or partnerships with like minded parties is good.

The campaign offers businesses and organisations a unique opportunity to spread the message of healthy lifestyles and community connections through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.