



SOCCER CANADA CASE STUDY



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Corporate Sponsorship

- To increase corporate sponsorship for Soccer Canada, the organization should find **brands that align** with its target demographic and company values. For example, sporting apparel (**Sport Chek** for their sporting apparel in Canada, **Canadian Tire Jumpstart program** for their commitment to grassroots level and inclusivity)
- **Showcase the return on investment:** Massive potential for potential brand exposure, high engagement levels and attendance figures
- Highlight the reach and engagement of Soccer Canada's **digital presence**, enhancing overall visibility
- Work with **apparel brands** to replicate Canadian clothing. For example, Lululemon's "**Canadian Olympics**" collaboration and sponsorship.



Market to New Fans

- To market to new fans, focus on **interactive transmedia**. Have engaging, up-to-date, content (Instagram, X, TikTok, YouTube): stories, polls, promotions, trivia, and surveys
- **Popups/Festivals** at professional events and local community games promoting the upcoming event (carnival style - soccer based games)
- **Events & Activations:** Host charity events, collaborate with Canada's top names, host **school day games** (TFC, Vancouver Whitecaps)
- **Behind-the-scenes access:** Have a documentary/Docuseries of the games biggest stars (similar to the **NFL with their "quarterback series"**)
- Hire Brand Ambassadors with the goal of promoting the team/league to foreign markets
- **Fan Educational content:** offer tutorials to learn the game, history, and build an understanding of the sport



Youth Participation

- To increase youth participation in soccer in Canada, the organization should be seeking to launch programs committed to spending time in small communities at schools, **camp, and events that introduce the game at a young age.**
- Create more **quality facilities and camps** to invest into the youth, bringing more children together
- As a marketing tool, utilize **promotional campaigns** to emphasize the importance and excitement of youth soccer leading up to the FIFA WC.
- Provide **financial assistance** to the less fortunate through programs, scholarships, and bursaries.
- **Adapt soccer mentorship programs** for disabled kids that promote inclusivity and availability
- Collaborate with **professional soccer clubs** to give back to the community (i.e. Clinics, training camps, ultimately inspiring the next generation)



Creating a Soccer Culture

- To create a local sport culture for Canadians and Global visitors, **more soccer fields** (including indoor domes for the winters) in local areas are needed to create more leagues and opportunities for not only kids, but adults alike
- Host **international tournaments, exhibition games, and training camps** with Canada Soccer superstars Alphonso Davies and Christine Sinclair (similar to **James Harden** and Fred VanVleet)
- Host local **futsal leagues** (mini-soccer indoors) throughout the week that is open to the public. Add street festivals/campaigns at local tournaments to win Soccer Canada prizes (merchandise, tickets)
- Maintain **lasting partnerships** with foreign soccer federations and organizations for exchange students and clinics.





- **Political:** Ensure stability in regards to an effective plan that is well-orchestrated through government and compliment with regulations
- **Economic:** Formulate long-term economic benefits (effective economic planning), i.e. Stadiums being accessible once the tournament has concluded
- **Social:** Promote inclusion and address any controversies of labor rights (an issue in Qatar), equal job opportunities
- **Technological:** Utilize technology to enhance the fan experience but be wary of your energy consumption and technology footprint.
- **Environmental:** Be aware of weather of when and where to build. Carbon emissions were a big problem in Qatar and Qatar made employees work in intense heat, causing series outrage
- **Legal:** Be compliant with rules and regulations centered around human rights and ethical standards of hosting such a mainstream event



Extracurricular Activities

- **Recreational Activities:** Skiing, hiking, fishing, trails, lakes, natural landmarks
- **Attractions:** Niagara Falls, CN Tower, Parliament Hill, Zoos/Aquariums, other sporting events
- **Cultural Events:** Toronto International Film Festival, Calgary Stampede
- **Museums:** The ROM, Vancouver ART Gallery, Canadian Museum of History
- **Accommodations:** Hotels, bed and breakfasts (Holiday Inn, Best western, Fairmont)



Opportunities/Challenges

- **Opportunities: Economic Boost:** Growth will be seen through tourism and infrastructure development with a ton of eyeballs and global attendance
- **Global Exposure:** Will continue to build on their international reputation and attract their likeability towards the Olympics, another massive opportunity as a reliable host nation
- **Cultural Impact:** The tournament will bring together a multitude of different cultures adding to Canada's realm of diversity and population
- **Growth of the sport:** This tournament will allow for the game of soccer to fluently grow in Canada as an inspiration to engage the youth with the sport.
- **Challenges: Infrastructure Costs:** Expensive renovation costs and accommodations
- **Environmental Impact:** Potential issues around carbon emissions and waste and space generation. As seen at the 2010 Olympics in Vancouver and this past summer in Qatar, this has been a major concern
- **Not as many soccer fans:** It will be a challenge to foster Canadians to the event with the popularity discrepancies compared to other countries



Broadcasting Games and Marketing Canada

- Stream must correspond with the visually impaired while being a welcoming host nation with world-class facilities and innovative technology. Showcase the different cultural experiences outside of the soccer tournament; landmarks, local cuisine, give the viewers a look into **CANADA**. Highlight the pride Canada holds in being able to host such a big tournament, promote domestic travel of the locations of the games (Vancouver and Toronto); "Return to Toronto/Vancouver and view more of what we do up North!" Market Canada as a "**destination country**" with rich cultural heritage. This will reinforce its image as a successful host nation that is passionate about soccer going forward.



Market and direct media to the pseudo-displaced fans



Given that the article proves soccer has a global outreach in the different ways fans become fans, these are some ideas to market and direct its media to the pseudo-displaced fans:

- **Host live chats, virtual fan clubs/viewing parties,** provide streams and broadcasts in different languages, varying per country
- Have games like the "**Global Series**" that the NHL and NFL do... go to different countries and grow the game internationally a handful of times a year
- **Build a community on Social Media:** For example, **Raptors Brasil** account on Twitter, having a shared community with another country sharing tweets, clips, highlights, drawing to the Brazilian fan base of a Canadian team.
- **Personalized Content/Mobile App:** Receive personalized content and messaging varying based on their geographic location. Have an app that caters to a specific demographic that provides updates to stay involved with your favourite team.
- Collectively, these ideas create a sense of "**unity and belonging**", something that pseudo-displaced fans crave. By applying these tactics, and refining when necessary, this will be beneficial in growing our audience, enhancing their experience while improving our effectiveness to reach a fanbase abroad

References

- Delia, E. B., & Katz, M. (2019, December 20). Becoming fans abroad: a qualitative study of soccer fan socialisation. *International Journal of Sport Management and Marketing*. <https://doi.org/10.1504/IJSMM.2019.104144>
- Henderson, J. C. (2014). Hosting the 2022 FIFA World Cup: Opportunities and challenges for Qatar. *Journal of Sport & Tourism*, 19(3–4), 281–298. <https://doi.org/10.1080/14775085.2015.1133316>
- Zouni, G., Markogiannaki, P., & Georgaki, I. (2020). A strategic tourism marketing framework for sports mega events: The case of athens classic (authentic) marathon. *Tourism Economics*, 27(3), 466–481. <https://doi.org/10.1177/1354816619898074>

2019 Soccer Canada StartPlan PDF

“Team Canada Gear” - <https://shop.lululemon.com/en-ca/c/team-canada/> /N-8th

“Annual Kids Clinic” - <https://www.nba.com/bulls/features/players-teach-fundamentals-bulls-annual-kids-clinic>

“School Day Game” - <https://www.mattamyathleticcentre.ca/events/detail/womens-hockey-brock-vs-tmu-school-day-game>

“Quarterback Series” - <https://www.netflix.com/tudum/articles/quarterback-nfl-docuseries-news#:~:text=Quarterback%2C%20the%20new%20eight%20Episode,Cousins%20and%20the%20Atlanta%20Falcons'>

“James Harden Camp” - <https://www.facebook.com/100044486017173/posts/2413658305359357/>

“Futsal League” - <https://torontopremierfutsal.com/>

“Carbon Emissions Qatar” - <https://www.reckon.news/news/2022/12/qatar-caused-5x-more-carbon-emissions-than-other-world-cups-will-the-us-do-better-in-2026.html#:~:text=Qatar%20has%20the%20third%20largest,tons%20of%20emissions%20organizers%20claimed.>

“NFL International Series” - <https://operations.nfl.com/journey-to-the-nfl/the-nfl-s-international-impact/the-nfl-international-series/>

****Words highlighted in red and underlined have hyperlinks! Check them out!**