



Presented by CIBC

## How to Organize a Festival

Please go through your festival kit as soon as you receive it. If there is anything missing please contact the Mini Soccer Coordinator at (416) 922-7909.

### MINI SOCCER APPLICANT/ORGANIZER

We will advise you of any participating Mini Soccer sponsors in your area. We will also provide the sponsors with your name and number, so they may contact you. Please welcome him/her and remember that it is their company that is making this grant program possible. You may wish to have the representative hand out the Certificate, make a short speech, sponsor a barbeque, etc.

### GIVEAWAYS

There are enough giveaways included for each child who participates in the Festival (based on the number of participants that you indicated on your application form within the Mini Soccer Division). CIBC has provided t-shirts for volunteers to wear as they hand out the CIBC tatoos included in your package.

### BANNERS

You will be **LOANED** a Mini Soccer banner kit for the dates of your Festival. Each kit includes: five (5) banners (one each of Tide, Government Canada, adidas, CIBC and a welcome banner), hardware to set up each banner, and instructions. Please make sure the banners are displayed prominently and in such a location that photographers taking pictures of the action will be able

to get them in the background. The banners can be easily assembled and placed strategically anywhere around the pitches.

Please ensure that you send the banners and hardware back to the Canadian Soccer Association **IN THE SAME KIT IT ARRIVED IN WITHIN 5 DAYS OF THE CONCLUSION OF YOUR EVENT**. This same kit will then be sent to another Mini Soccer festival for their use. Do not wait to send pictures and evaluation form with the banners. Pictures and evaluation forms must follow within 30 days of the conclusion of your event. The second half of your grant money will only be sent when we receive your banners, pictures, and evaluation forms.

### PHOTOGRAPHS

With your evaluation form we ask that you send us at least five photographs of your Festival. The photos should include some of the sponsors' promotional material even if it is in the background. You may want to take team photos in front of the welcome banner and send us one. Other ideas for photos would be: the sponsor representative handing out certificates, action shots in front of the banners, etc. Note: your pictures will become property of the CSA and may be used for promotional material or other publication such as a year end report. Therefore, make sure you get doubles.

### EVALUATION FORM

Your evaluation form is very important because it helps us compile a season-end report for our sponsors. We want to illustrate the value of their sponsorship and therefore ensure the grant program can continue for many years. Please note that you need to include copies of all newspaper articles about your Festival. You may wish to make arrangements with the newspaper or with neighbours and friends to get extra copies of the articles for our and your records.

### LOGOS

Included in your kit is a copy of the various sponsor's logos. Please use them in any materials that you have printed, especially medals, ribbons and newspaper ads. This logo is camera ready and a printer should have no problem sizing it to your needs. You may wish to use these for your awards. We can also provide electronic logos via e-mail if you prefer.



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