



## Ottawa Fury FC Club Affiliation Program *Soccer For Everyone – Fact Sheet*

**Q. What is the Ottawa Fury FC Club Affiliation Program?**

A. The Ottawa Fury FC Club Affiliation Program is a development program that aims to support the growth and development of local soccer in the Ottawa-Gatineau region. The purpose of the program is to provide support to players, teams and clubs in our community by increasing opportunities through play, talent identification, learning and teaching resources and access to professional facilities.

**Q. In what areas will the Ottawa Fury FC Club Affiliation Program provide assistance?**

A. The program, designed to grow through the years, will work with a select group of community clubs and independent academies through three main pillars:

1. Sport development and community support
2. Access to professional soccer
3. Brand and marketing enhancement

The Ottawa Fury FC Club Affiliation Program is a customized program (base offer + individualized plans) that is rooted in needs expressed by our local soccer community as part of our consultation with clubs.

**Q. What Sport development and community support with the Ottawa Fury FC Club Affiliation Program offer?**

A. The focus of the Sport development and community support pillar will be on building opportunities for players and coaches to grow based on their abilities and aspirations. This will be done through:

- Access to FIT and other developmental programs
- Access to level-appropriate festivals and competitions
- Access to talent identification opportunities in clubs and at events
- Access to training and coaching resources (manuals, clinics, etc.)
- Access to mentorship opportunities for coaches and technical staff

The objective is to provide consistent learning, teaching and talent identification opportunities to our affiliated club as they continue their work to grow the sport and their players. Players and coaches remain with their community club while benefiting from the support, knowledge and expertise of the professional club.



**Q. What does the Access to professional soccer of the Ottawa Fury FC Club Affiliation Program entail?**

A. The Ottawa Fury FC Club Affiliation Program also wants to make sure soccer players of all ages get to enjoy the game for a long time! This is as much a part of their development as on field training would be. The Club Affiliation Program offers access to all Ottawa Fury FC home matches at a discounted price for every registered player! It provides players with flexible exposure to professional level of play, and lets them enjoy a pro game day experience. It also comes with game day experiences and benefits for each affiliated club.

**Q. What is the benefit of the Brand and marketing enhancement of the Ottawa Fury FC Club Affiliation Program?**

A. The Ottawa Fury FC Club Affiliation Program includes the opportunity for affiliated club to leverage the power and recognition of the Fury FC brand to amplify their club's efforts in the community. It includes, but is not limited to, license use of the Fury FC logo, co-branded apparel and gear savings, as well as the notoriety of being associated with a local, professional soccer club brand.

**Q. Which community clubs are part of the Ottawa Fury FC Club Affiliation Program for 2019?**

A. A number of community clubs and local soccer organizations have already confirmed their participation in the Ottawa Fury FC Club Affiliation Program for 2019, with more expected to come on board before the start of the season.

Clubs affiliated are:

- Almonte Soccer Club
- Académie de soccer de l'école secondaire publique Louis Riel
- ASG Gatineau
- KBFC Pro Soccer Academy
- Kemptville Soccer Club
- Rockland United Soccer Club
- Russel Soccer Club
- West Carleton Soccer Club
- Ottawa International Soccer Club Women's Program