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## INFORMATION BULLETIN

**Bulletin #:** I2024-11  
**Date:** February 20, 2024  
**To:** Ontario Soccer; District Membership and Associate Members  
**CC:** Ontario Soccer; Board of Directors, Staff  
**From:** Bjorn Osieck, Senior Director, Business  
**Subject:** O’Neills Sportswear Announced as New Ontario Soccer Apparel and Equipment Partner

Ontario Soccer and leading international apparel brand **O’Neills Sportswear** have announced today they have agreed to a long-term partnership, which sees O’Neills become the Organization’s “Official Soccer Apparel, Uniform and Equipment Partner.”

In addition, O’Neills will also become the Co-Presenting partner of the Ontario Soccer Summit, the foremost professional and personal development conference for soccer thought-leaders. This significant partnership will be officially unveiled at the upcoming 2024 edition of the event (February 23-25, 2024 at York University/Toronto).

O’Neills, a leading supplier globally to grassroots sport organizations and professional Clubs alike with over one hundred years’ of expertise, emerged successfully from a rigorous, highly competitive domestic and international selection process conducted by Ontario Soccer. O’Neills offered a unique combination of bespoke designs, quality products and vision for grassroots engagement in line with Ontario Soccer’s role as innovators and leaders in our sport, which made them the stand-out new partner.

Ontario Soccer is confident that O’Neills’ ability to manufacture and personalize a full range of uniforms, sports kits and accessories in their production facilities in Ireland will meet and exceed ours and our members’ requirements for quality product and high caliber service.

O’Neills, established in Ireland in 1918 and an apparel market leader in Ireland, the UK and Australia, is a vertically integrated manufacturer, which has control of the production process from spinning the yarn into fabric to dyeing, printing, cutting, sewing and sending the final product out the door. This manufacturing approach ensures both exceptional lead times and top-quality products.



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Driven by its industry leading design processes and production timelines, O'Neills is already proactively preparing to ensure that all Ontario Soccer programs from the Provincial Xcel Program, Coaching and Match Official Development and other marquee programs will be outfitted in the new, high-quality garments for the upcoming 2024 season.

More exciting information on how O'Neills and Ontario Soccer will elevate the beautiful game on and off the pitch in the coming months will follow-soon, with the Ontario Soccer Summit later this week serving as the official "launch party". Ontario Soccer Summit delegates can drop by the O'Neills booth for free gifts, a chance to win tremendous prizes, and the opportunity to meet the amazing O'Neills team including former USMNT and MLS designated player and proud O'Neills brand ambassador Jay DeMerit.

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