



BC SOCCER

BC SOCCER REGIONAL TIER 3 (RT3) LEAGUE

Information Package

PHILOSOPHY

BC Soccer is committed to a comprehensive approach to improve player development in British Columbia and ultimately, to make Canada a stronger soccer nation by supporting Canada Soccer's strategic objectives for ensuring consistent world class performances by our national teams. It is with the specific development of a standards-based regional league that has the potential of providing a bridge between high-performance youth players and senior national/professional team selection base.

It is recognized that for of this nature to be given the best chance of success that sustainability is imperative. Therefore, securing appropriate long term funding from potential investors is vital, whilst at the same time taking a thoughtful planning approach to the governance structures and protocols necessary to establish such a property.

GUIDING PRINCIPLES

- Support Canada Soccer's "Player First Mentality" and Long Term Development Strategy
- Work in harmony with existing adult and high performance youth league structures
- Provide an elevated level of competition for adult High Performance players in British Columbia
- Advocate an enhanced standards-based soccer environment

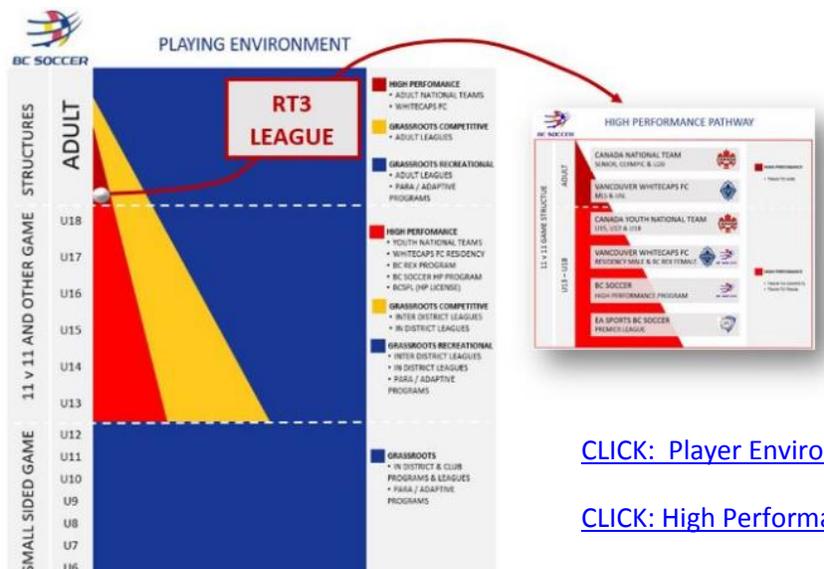
KEYS TO SUCCESS

- Demonstrate strong and committed ownership
- Demonstrate the right team marketing strategies
- Hiring certified coaching staff
- Appointing administration and support staff committed to professional standards and service

BC SOCCER RECOGNIZED PATHWAY

The Regional Tier Three (RT3) League is positioned within the BC Soccer Recognized Pathway as an amateur league run professionally. It is a platform for adults within the LTPD stage 6 of 'Training to Win' to continue their development and to create an environment of high performance for potential professional and national team players. Its purpose is to create a league that will support and assist with the transition from youth to adult soccer.

Franchise Holders within the RT3 League consent to supporting the BC Soccer Recognized Pathway as it relates to its programs, players and competitions by not conflicting with any of the High-Performance Programs as BC Soccer deems in the best interest for youth development. This includes BC Soccer District and Club programming, BC Soccer High Performance League, BC Soccer High Performance Program, Whitecaps FC Residency and Girls Elite Programs and National Teams programming.



[CLICK: Player Environment diagram](#)

[CLICK: High Performance diagram](#)

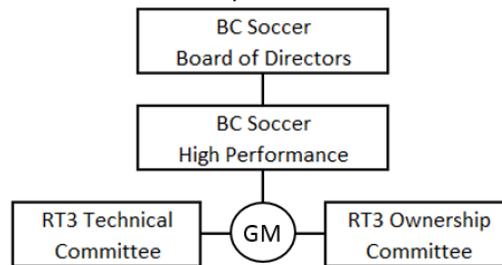
TECHNICAL STANDARDS

The RT3 League has the potential to be a critically important pathway for top players from the youth ranks to the highest level of soccer in British Columbia, beneath the fully professional level. This league can provide a favorable development ground for players and more importantly, can provide these players opportunities to showcase their skills in a high-performance environment as the league is built on technical standards.



GOVERNANCE MODEL

The BC Soccer RT3 League is a registered not-for-profit entity under the *BC Society Act* and is governed by the BC Soccer Board of Directors. The league operates under BC Soccer's by-laws, rules, regulations and policies. All discipline matters are applied as per the BC Soccer Discipline Policies and Procedures.



BC SOCCER BOARD OF DIRECTORS

There are several responsibilities that BC Soccer's non-profit Board of Directors have in their roles which include but are not limited to, determining the mission and monitoring focus of the organization, setting policies, ensuring adequate planning for both strategic and annual operation plan. In addition, ensuring appropriate resources are in place to meet needs of the organization while working closely with the Executive Director and the association staff to deliver against its objectives delivering high quality services to its membership and participants.

Chairperson: BC Soccer President

BC SOCCER HIGH PERFORMANCE COMMITTEE

The league will be part of the auspice of the BC Soccer High Performance Committee whose goals are to oversee and guide the development of the game of soccer in British Columbia. The Committee will advise the Board of Directors with respect to the rules and regulations regarding the technical aspects of the game and other matters.

Chairperson: BC Soccer Board of Director

RT3 TECHNICAL COMMITTEE

Represented by a Technical lead individual from each RT3 Franchise Holder, this committee works in concert with the RT3 Ownership Committee and the RT3 League's General Manager (GM) to manage the operational and technical requirements of the league, while also providing the ongoing strategic development for the league reporting to the BC Soccer High Performance Committee.

Chairperson: BC Soccer Director of Soccer Development

RT3 OWNERSHIP COMMITTEE

A representative from each of the Franchise Holder entities forms this committee who take part in league management discussions along with the RT3 Technical Committee and the RT3 League's General Manager.

Chairperson: BC Soccer RT3 League's General Manager

RT3 GENERAL MANAGER (GM)

The General Manager liaises with all the committees within the Governance structure, excluding the BC Soccer Board of Directors and performs the role of day-to-day operations running the league.

COMPETITION CALENDAR

The season calendar will span from May to July to determine the winner of the league which is also integrated with cup competition schedule. Each season, the RT3 League’s General Manager in coordination with RT3 Technical Committee and RT3 Ownership Committee will seek to create a schedule that balances competition while maximizing the opportunity for home team revenue generation. The league will feature matches consisting of home and away series during the season. In addition to regular season play, teams will also be able to arrange exhibition friendlies or international matches with the approval of BC Soccer for additional revenue opportunities.

To ensure that the established technical, financial and operational standards are being met, all Franchise Holders will be subject to ongoing review and annual evaluation. Central to this process is an annual performance review conducted with each RT3 Franchise Holder after each season overseen by the BC Soccer High Performance Committee. At this time, the committee will also consider new applicants.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
				RT3 SEASON					REVIEW		

POTENTIAL FRANCHISE LOCATIONS

Choosing the initial 8 franchise locations, with solid ownership groups will be a necessity for the long-term success and for the viability of the league and franchises themselves. The business model for each franchise will rely on strong financial support from the community, such as, game day ticket and merchandise sales, as well as player billeting to name a few.

Using an arbitrary measure of population size of app. 25,000 as an example, it will require strong local corporate community support (*season tickets, sponsorships, VIP packages, etc.*) to succeed. Larger population figures do not necessarily equal success. Teams located in smaller markets may be able to take advantage of a monopoly position as the “only game in town”.

B.C. Population Centers

pop. above 25,000

Vancouver: 2.1million

Victoria: 316,000

Abbotsford: 149,855

Kelowna: 141,767

Nanaimo: 88,999

White Rock: 82,368

Kamloops: 73,472

Chilliwack: 66,382

Prince George: 65,503

Vernon: 44,600

Courtney: 40,809

Penticton: 36,902

Campbell River: 34,514

Walnut Grove: 27,969

GENERATING REVENUE

The successful growth of the BC Soccer RT3 League will require a clear and precise path to profitability for each of the RT3 Franchise Holder. With this in mind, the financial model should be designed to provide franchise owners opportunities to achieve profitability through cost containment methods.

Franchise Holders should have at their disposal a multitude of revenue-generating opportunities. When combined with proactive marketing programs and corporate partnership recruitment efforts targeted at providing direct support to the teams in terms of expense reduction, the opportunity for revenue generation grows exponentially.



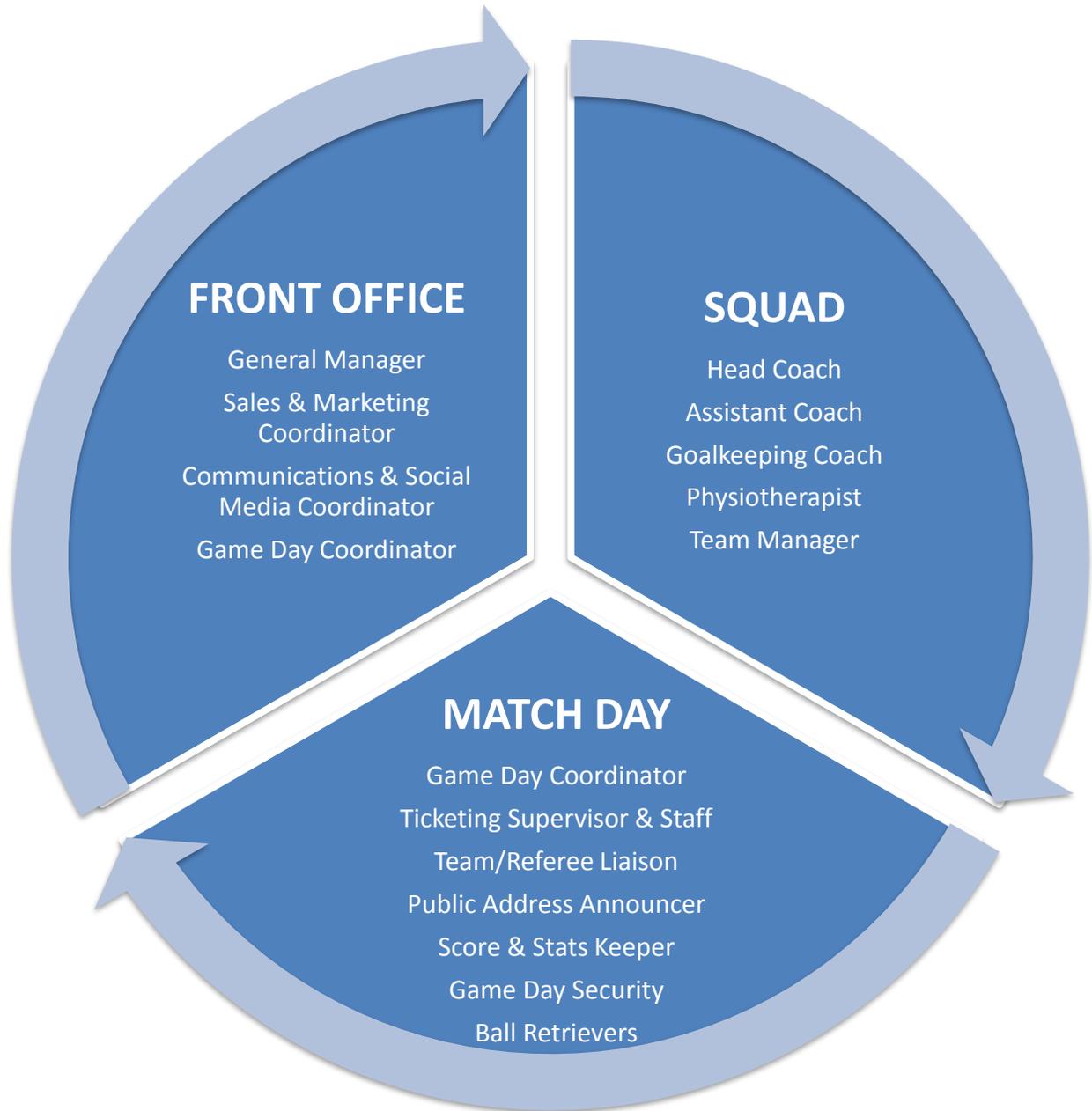
MARKETING

A well-blended mix of marketing techniques will need to be employed to ensure that targeted demographics are reached and motivated to purchase tickets, merchandise and support league and franchise sponsors.

A key factor to ensuring the success of the franchises and league will rely on a commitment to creating an entertaining, fan-friendly, environment at each one of the franchise venues. This means a commitment to pre-game and half-time promotions, PA systems that allow for stadium announcers and music, venue sponsor activations to engage the public, professional ticketing and concession services. By making the time and space surrounding the game entertaining for everyone, it will encourage repeat visits and ensure the commercial viability of each franchise.

MANAGEMENT AND PERSONNEL

Successful recruitment of staff will be crucial in creating the professional environment required to elevate the BC Soccer RT3 League within British Columbia. Staffing, whether on a part-time or full-time basis, either via volunteers, internships, or honorariums are required by all Franchise Holders at minimum but are not limited to these key positions providing management oversight for Front Office, Squad and Match Day operations.



PROFIT v LOSS ESTIMATE

The following is a sample range based on various potential income and expense items:

- 8 team division, with 7 home and 7 away games.
- 4 practices per week.
- Each franchise is required to rent a stadium for minimum 4 hours at \$100 per hour.

RT3 LEAGUE	LOW END	MODERATE	HIGH END
INCOME (Examples)			
Season Tickets (\$50)	2,500	5,000	7,500
Game Day Tickets (\$12)	8,400	16,800	25,200
Sponsorships	20,000	30,000	40,000
Merchandising	500	1,000	1,500
Food & Beverage	500	1,000	1,500
Total Income	31,900	53,800	75,700
EXPENSES (Examples)			
Website	1,500	1,500	1,500
Game Day Costs	8,000	8,000	8,000
Practice Facilities	4,800	4,800	4,800
Stadium Facilities	2,800	2,800	2,800
Transportation	15,000	15,000	15,000
Accommodations	4,000	4,000	4,000
Referee Costs	2,800	2,800	2,800
Office Operations	4,000	4,000	4,000
Coaching Wages	5,000	7,500	10,000
Equipment	4,000	4,000	4,000
League Fees	3,000	3,000	3,000
Advertising/Marketing	1,000	3,000	5,000
Total Expenses	55,900	60,400	64,900
Net Profit/Loss	-\$24,000	-\$6,600	\$10,800

www.bcsoccer.net