



BY EMAIL

May 15, 2013

Executive Directors
Provincial/Territorial Soccer Associations

Dear Executive Directors,

Canadian Soccer Research

In follow up to our meeting in Halifax, the Canadian Soccer Association has engaged Charlton Strategic Research Inc. (Charlton) to prepare and execute research to gain insight into Canadians' interest and preferences in the sport of soccer. The research will focus on understanding value propositions for the FIFA Women's World Cup Canada 2015™ and FIFA U-20 Women's World Cup Canada 2014 as well as profiling the Canadian Soccer Community.

Charlton is a recognized expert in research and insights for sports properties, events and corporate sponsorship. Their research insight priorities will include:

- Ticket demand, sales value propositions, and targeting for FIFA Women's World Cup Canada 2015™ and FIFA U-20 Women's World Cup Canada 2014
- Profile and quantify the market segments for Canada Soccer fan base
- Profile Canadian Soccer Community and probe relevant issues
- Provide a performance driven analytic to drive sponsorship renewal
- Test value propositions for Canadian Soccer Community

This research will be completed via online survey, available in both English and French, and will commence on June 1, 2013. The research will be positioned to clearly indicate that it is not trying to sell anything and it is only interested in the opinions of the respondents. All answers will be strictly confidential and will be only be used for research purposes. There will be no phone calls.

We need your help!

To complete the profile of the Canadian Soccer Community, we require the email addresses of 15,000 individuals within the Canadian Soccer Community (parents, coaches, volunteers, and officials) who are between the ages of 18–71. We require a minimum of 3,000 email addresses from each region: British Columbia/Yukon, Prairies/Northwest Territories, Ontario, Quebec, and Atlantic. All email addresses provided will be used exclusively for this survey and will not be contacted for any other reason by the Canadian Soccer Association or any third party outside of Charlton.

We are hoping that the Provinces/Territories will be willing to share the email addresses of potential participants in a manner that is compliant with respective privacy policies. In return, for those who choose to participate, the Canadian Soccer Association will share complete data resulting from the survey.

We look forward to your participation and are excited about the value of Charlton's research. Should you have any questions regarding this project, please contact Dominic Martin, Acting Director of Marketing at dmartin@canadasoccer.com.

Warm regards,

Peter Montopoli
General Secretary