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Information Bulletin

Bulletin #: I2016-016
Date: February 12, 2016
To: District Administrators, Presidents
CC: OSA Board, Staff
From: Bjorn Osieck, Director, Business Operations
Subject: OSA announces partnership with PrintLogix

The Ontario Soccer Association is announcing on February 17 a new licensing partnership with online print services broker, PrintLogix, based out of Calgary, Alberta.

The objective of this one year exploratory agreement is to enhance access to professionally branded marketing templates and materials via the new OSA online print-store located at footyprint.com.

Footyprint.com is an easy to use, optional online marketing platform for all OSA stakeholders, complete with intuitive templates that allow users to upload their own photos and logos from participating OSA member organizations at the District and Club level and order branded products for delivery straight to their door.

This service will empower OSA Districts and Clubs with the option to amplify their brands and promote their soccer offerings in a fast, easy and affordable manner. It will also serve to streamline brand management efforts and maintain corporate clarity for OSA programs delivered within Districts all across our province.

The intent over time, with input from stakeholders at each organizational level of soccer in Ontario, is to create a marketing toolkit to enhance the beautiful game.

We are also working with PrintLogix to ensure that preferred OSA pricing is made available to OSA member Districts.

In addition, players and fans of soccer in Ontario will also have the opportunity to create and purchase their own professionally branded soccer marketing materials. Player memento cards, stickers, occasion cards and phone/tablet wraps are just a few of the items that will be available in the www.footyprint.com online print store powered by PrintLogix.

While we would encourage all OSA Districts and Clubs to consider forwarding their high resolution logos to the PrintLogix team to be uploaded onto the footyprint.com platform to access the associated marketing benefits. Use of the platform is entirely optional.



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Organizations can send their logos to sean.mcternan@printlogix.ca. Please note that logos need to be sent in Ai, EPS, or PSD formats for best results, however, highest quality PNG with a minimum of 900 x 900 px are also acceptable.

We welcome your feedback and support in making this platform into a useful addition to your soccer administrative toolkit.

Please contact [Bjorn Osieck](#) if you have further questions